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2020年制造业内容营销白皮书

2020年制造业内容营销行业基准、预算及趋向

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调查术语定义

内容营销:一种战略营销方法，专注于创造和传播有价值的、相关的、一致的内容，以吸引和保留明确定义的受众，并最终推动有利可图的客户行动。

成功:实现组织的预期/目标结果。

请注意：
这份报告包含了一些与2019年版报告数据的关键比较;然而，在与过去几年进行比较时要谨慎。今年报告的样本量与去年略有不同。此外，调查方法从2019年报告开始改变，我们开始要求受访者确认他们的内容营销角色，以及他们的组织是否使用内容营销至少一年。

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致趣百川解读综述

美国内容营销协会推出的《2020年制造业内容营销行业基准、预算及趋向》，对中国制造业营销有较强借鉴意义，但中国市场的特殊性不容忽视，致趣百川立足中国市场，解读中国制造业内容营销的故事：

1. 82%的制造业营销人员认为企业的内容营销至少达到了轻度成功，而在2019年此比例仅为67%。

2.平均而言，制造业营销人员为4个不同的受众创建内容。但仅有不到一半(40%)的制造业营销人员会根据用户购买旅程生产特定内容。

3.大多数制造业营销人员(93%)使用付费分销渠道进行内容营销；占比最高的为使用付费社交媒体/推广帖子（66%）。2019年使用付费渠道分发内容的营销人员仅占比66%。

4.超过四分之三(77%)的制造业营销人员有专门衡量内容绩效的KPI；有67%的人建立了KPI，46%测量了内容营销的ROI。43%的制造业营销人员预期将在2020年增加其内容营销预算。

立足本报告，致趣百川从内容营销策略、用户群体发展、技术熟练度和营销内容类型等方面，分析2020年中国制造业内容营销现状。

（注明：后文中，橘色字为致趣百川解读）

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制造业市场营销者正变得更具战略性

41%的受访者说，他们的组织有文件化的内容营销策略，去年这一比例为21%，这表明他们更加注重内容营销策略的战略性。见第9页。

他们平均为四种不同的受众创建内容，但只有40%的人总是/经常为客户旅程的特定阶段设计内容

许多应答者为不同的受众创建内容，但是需要根据这些受众在客户旅程中的位置更精确地设计内容。见第17和18页。

与主题专家交流复杂内容和访问权限得到了改进

与去年相比，今年报告在沟通复杂内容(今年为36%，去年为60%)和接触主题专家(今年为40%，去年为50%)方面受到挑战的比例有所下降。见第35页。

64%的制造业营销人员外包至少一项内容营销活动

在那些外包的人中，87%外包内容创造，这可能有助于解释为什么他们交流复杂内容的能力得到了提高。见第15页。

一些有机的(免费的)发布内容的机会被忽视了

大多数制造型营销人员使用社交媒体平台、他们组织的网站/博客和电子邮件来分发内容。然而，很少有人利用演讲/活动(43%)，媒体/影响者关系(33%)，或第三方出版物的客座文章/文章(31%)。见第22页。

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内容营销成功度&成熟度

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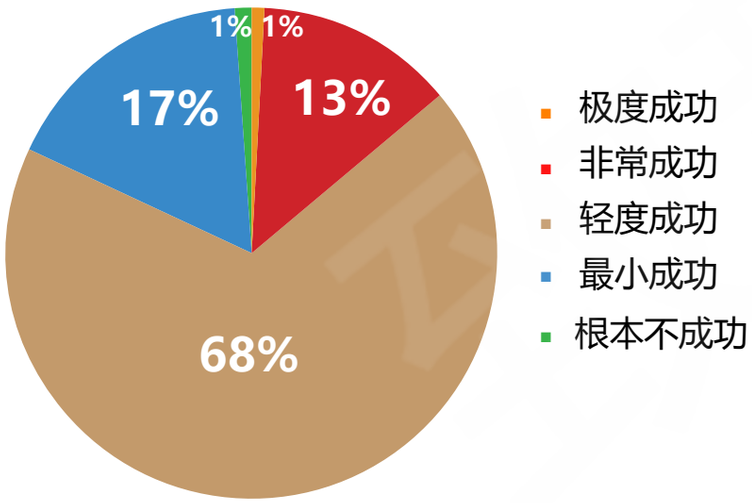
65%的制造业内容营销人员表示，与一年前相比，其组织的内容营销更加成功。

内容营销的效果逐渐凸显，其重要性逐渐被认可。2020年82%的制造业营销人员认为企业的内容营销至少达到了轻度成功，2019年此比例为67%。

但是聚焦于国内市场，内容营销目前还处于刚起步阶段。而且制造业的业务门槛高，内容要求非常专业，非行业内的人攥写的内容较难达到专业标准，又难以在外部找到可以达到撰写标准的写手。而且可以撰写的内容角度少，内容生产非常花费时间。所以，整个中国制造业行业的内容生产和内容营销策略均面临巨大的困难。

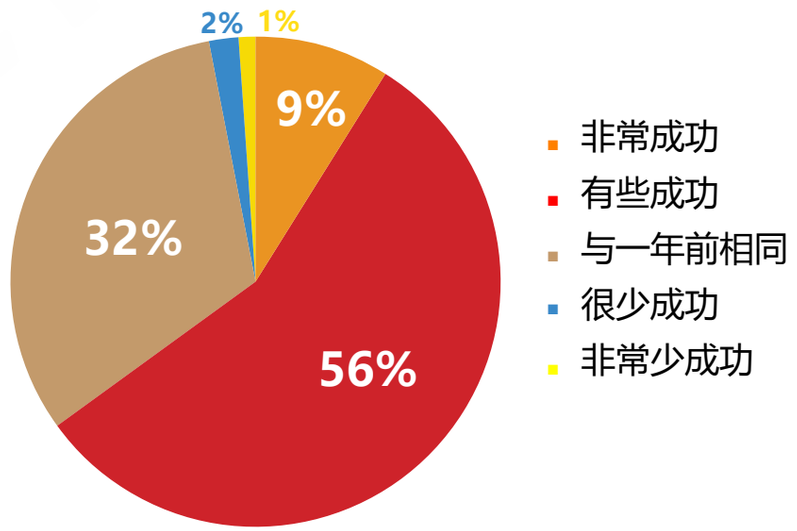
制造业营销人员如何评价其企业的内容营销成功度



Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Note: The survey defined success as achieving your organization's desired/targeted results.

制造业营销人员如何评价与一年前相比的内容营销成功度



Base: Manufacturing content marketers; aided list.
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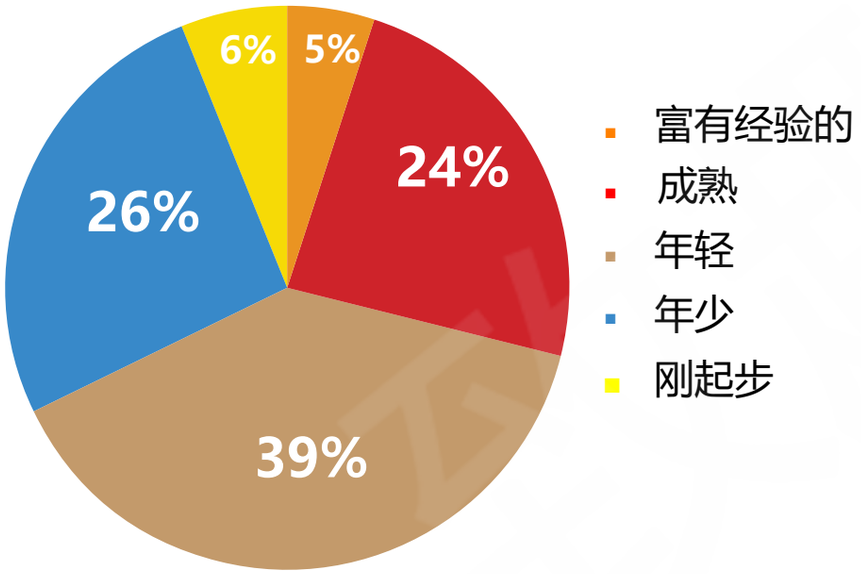
39%的制造业营销人员表示其企业处于内容营销年轻的阶段。

内容营销的成熟度增长需要时间。但是内容营销的成熟度并不一定取决于企业采用内容营销方法的时间长短。例如，一家开始使用内容营销策略的公司可能因为有一个有经验的内容营销团队，所以这家公司可以在短时间内进入成熟阶段。而一家使用内容营销策略多年的公司仍然处于年轻阶段，可能是由于人才流失、预算削减、领导层改变等。

所以从内容营销中获取更多收益之前，要先考虑您的企业对这种内容营销方法的投入度有多高。

制造业营销人员如何评价其企业的内容营销成熟度



Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

富有经验的

可以对业务提供有效的措施，可以拓展组织业务。

成熟

发现实现成功的办法，但还未进行项目的整合挑战。

年轻

已经开展了业务案例，看到了早期的成功，在采取措施和业务拓展方面更加有经验。

年少

工作很能吃苦，在创建凝聚力策略和措施计划方面敢于挑战。

刚起步

能做某些方面的业务，但还没有开始进行内容营销的过程。

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战略，观点与技术

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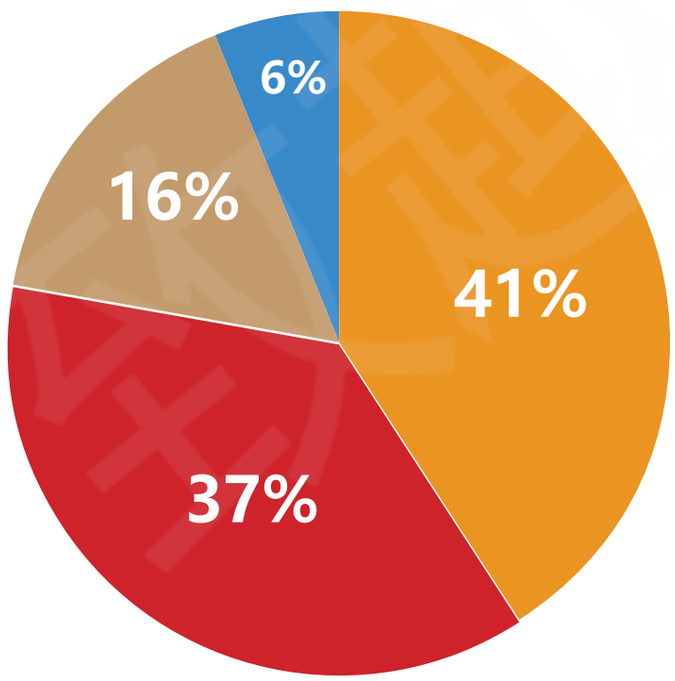
41%的制造业营销人员表示他们有文档化的制造营销策略，比上年增长21%

在2019年拥有文档化内容营销策略的制造业营销人员仅占比为21%。2020年有78%的制造业营销人员已经采取内容营销策略，并有16%的预备在未来一年内制定内容营销策略，与2019年相比有更多的制造业营销人员意识到了内容营销的重要性。

并且目前已经有41%的制造业营销人在使用成文的内容营销策略，将内容营销策略文本化，可以让整个团队围绕共同的目标对策略及时进行调整，更容易确定未来需要开发的内容类型。如果没有文档化的内容营销策略，就无法详细了解用户的需求。



拥有内容营销策略的制造业营销人员的比例

- 有文档化的内容营销策略
- 有，但没有形成文件
- 没有，但将在12 个月内制定策略
- 没有，不打算制定策略

Base: Manufacturing content marketers; aided list.
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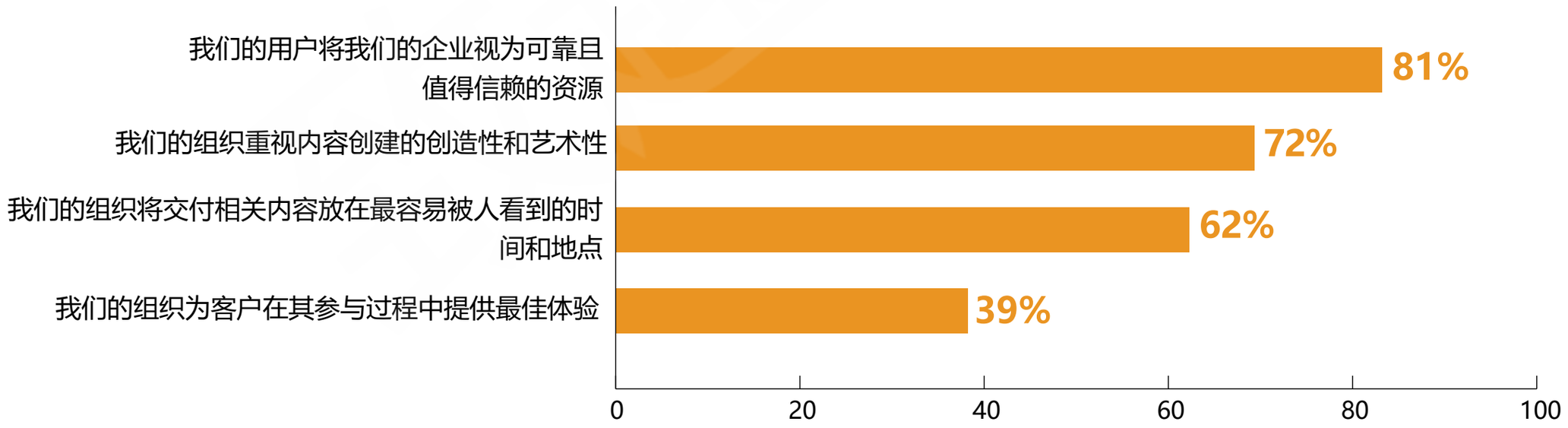
62%的制造业营销人员认为，他们的组织会优先在人们最可能看到内容的时间和渠道发布相关内容。

81%的营销人员认为用户将其企业提供的专业内容看作是可靠且值得信赖的资源，这一比例相较于2019年下降了9%。2019年，82%的营销人员认为企业需要创建可以产生客户忠诚度的内容，但是今年2020年这一方面的内容不再是制造业营销人关注的重点。但是企业对内容创造性和艺术性的要求则由68%上升到72%。面对海量的信息，在做选择的时候，人们更偏向于选择自己信任的品牌或者咨询专家来获取建议。但是如何制造可以在海量信息中脱颖而出的内容？

首先，要知道内容的目的是向客户传递有用的信息，而不要只想卖给客户一些东西。如果你可以让客户在购买的同时提供给他们一些帮助，那么客户可以感受到你的真诚，进而更容易产生信任。其次内容以及传播方式多样化：内容可以用文本、视频或音频的形式，可长可短；传播方式可以是线上或线下。通过对不同方式进行测试，挑选客户更容易从内容中获得价值的方式，作为吸引潜在客户最有效的方式。

制造业营销人员关于企业内容营销的看法



Base: Manufacturing content marketers who answered each statement.
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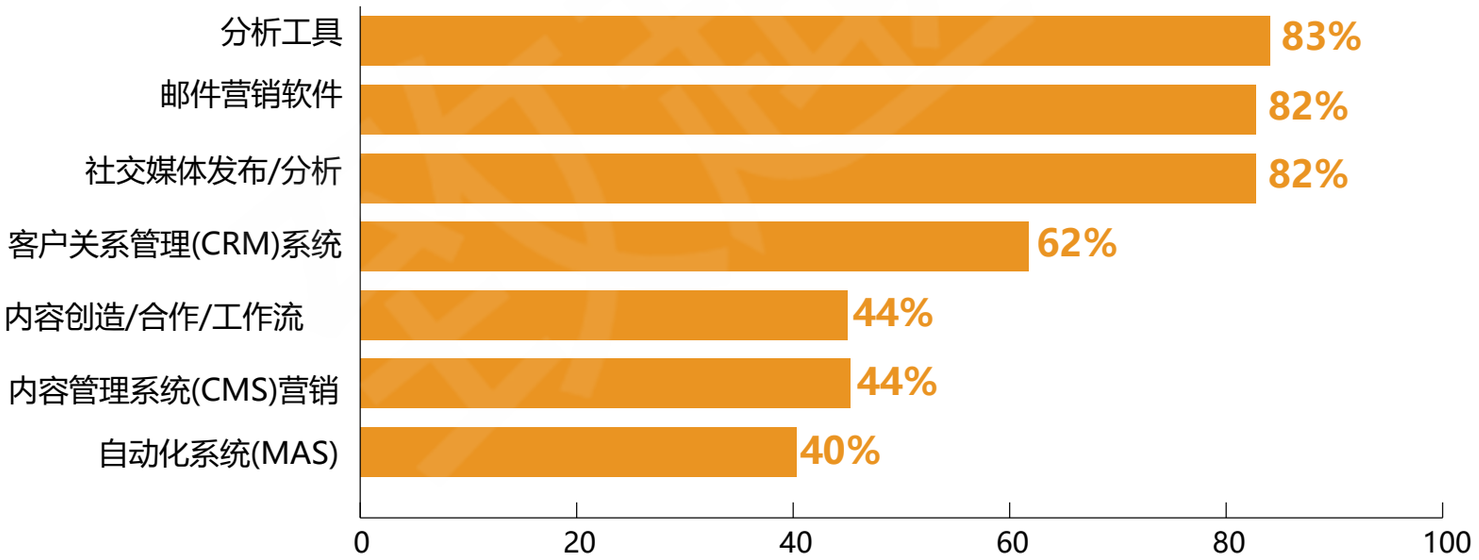
制造业营销人员用于协助管理其内容营销工作的前三大技术是分析工具、电子邮件营销软件和社交媒体发布/分析。

与2019年相比，技术类型没有改变但是排序发生了变化，原本排名第三（占比73%）的分析工具在2020年一跃成为制造业营销人员用来协助内容营销管理最多的技术。

中国市场中，内容营销最有效的传播方式是社交媒体（微信）。营销自动化技术的应用提升空间还很大。通过致趣百川营销自动化系统，可以将内容量化，每一个内容都可以追溯来源，分析内容质量、内容发布渠道的效果等，根据后台的数据追溯，找出用户最想看的内容，未来可以在这方面的内容上加大投入。对于效果较好的内容渠道，可以增加投放的预算，让一些内容触点都可衡量，与最终的业绩指标相关联，提高内容效果和营销效率。

制造业营销人员用于协助内容营销管理的技术类型（TOP7）



Base: Manufacturing content marketers. Aided list; multiple responses permitted.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

使用的其他技术：
数字资产管理(DAM)系统(34%)；内容分发平台(21%)；内容优化(19%)；内容性能/推荐分析(18%)；整合内容营销平台(10%)。

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团队结构与外包

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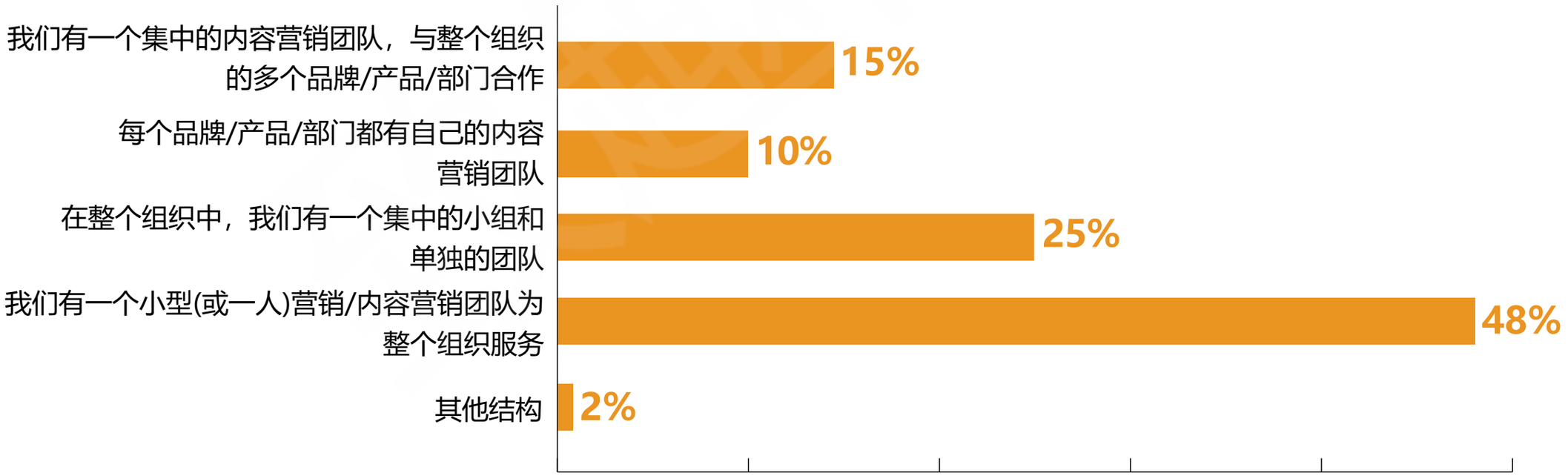
近一半(48%)的制造业营销人员报告说，他们的组织有一个小型(或一人)营销/内容营销团队服务于整个组织。

制造业的内容门槛高，通常很难找到可以生产制造业的专业内容的人。所以大部分B2B企业会在市场中安排2-3个人负责整个企业的内容营销，很少有企业会针对各个部门或产业先设立专门的内容营销团队。

企业所处阶段不同，需要的内容营销团队配置也不同。企业的内容营销团队搭建，需要步步推进，先拥有底层的基础团队，再在此基础上根据情况搭建中层与顶层的团队。先有人生产内容，再一步步将内容效果放大。

制造业组织的内容营销团队结构



Base: Manufacturing content marketers; aided list.
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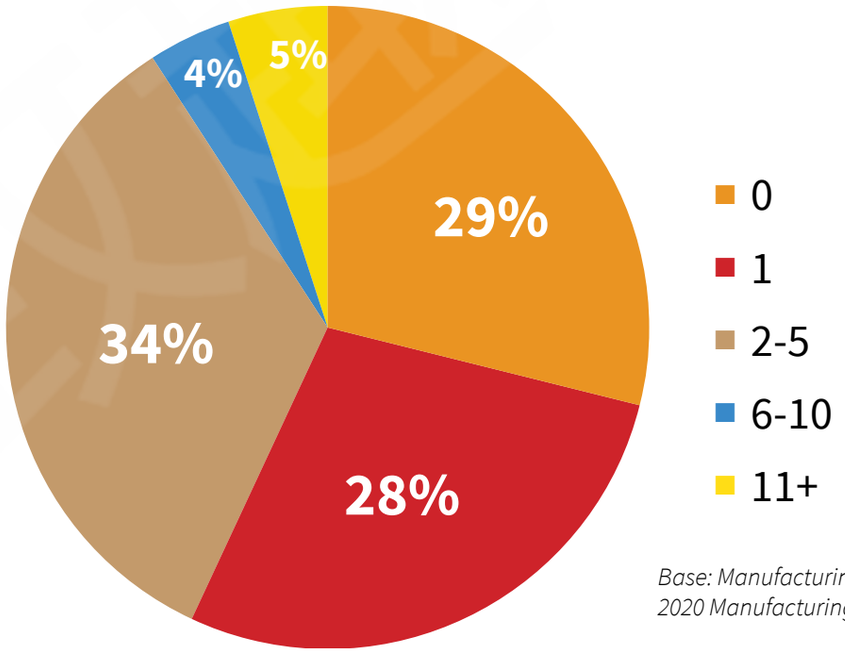
43%的制造业营销人员表示，他们的组织有2名或2名以上的内部团队成员全职/致力于内容营销。

29%的制造业营销人员表示他们没有全职/专注于内容营销的团队。超过80%企业的内容营销都处于初始阶段。公司在内容上没有开口。内容营销了解不多，缺少正式的内容团队和内容战略。

从0到1进阶的最佳方式，就是先搭建内容营销所需的基础设施。首先要建立内容团队，然后要明确目标市场，初拟目标用户画像，最后再明确可以立即上手的内容类型。

致趣百川建议内容营销团队的搭建可以分为三个阶段：第一阶段，负责完成基本的内容策略、生产与发布，最基本的职能，先有内容产出；第二阶段，在有内容的基础上，通过SEO、社交媒体矩阵等手段优化内容，提高内容质量。第三阶段，利用技术和系统管理等工具，提高内容生产效率，放大内容效果。

制造业组织的内容营销团队规模(全职/专注于内容营销)



Base: Manufacturing content marketers; aided list.
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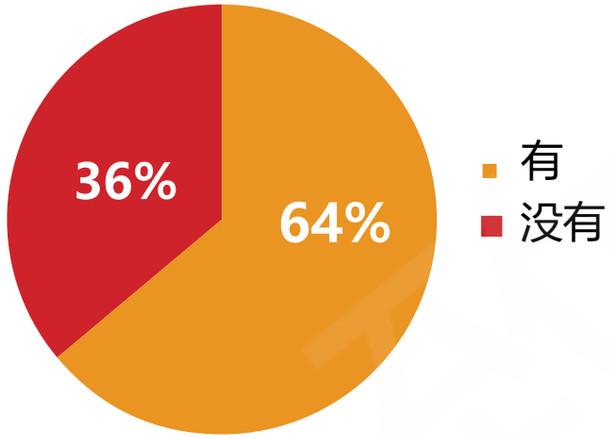
64%的制造业营销人员外包至少一项内容营销活动；内容创作是他们最有可能外包的活动(87%)。

企业可以将营销活动（尤其是渠道的开发和管理）委托给掌握专门技术、拥有专业人才的外部机构，而自己进行战略上的监控。一来企业可以规避自己专业技能不高的缺陷，让有成熟市场经验和领先工具的第三方营销公司为自己打开更大的市场，二来企业可以将更多的时间和精力放在自己的核心业务上，以提高整体的投资回报率。

在整个MarTech体系中，需要完成的职能角色很多，较小的公司通常难以拥有所有这些MarTech角色，一般需要一人任多职。所以在这种情况下，一些MarTech职能就可以通过将服务外包给其他供应商来完成。

您的制造组织外包任何内容营销活动吗?



Base: Manufacturing content marketers.

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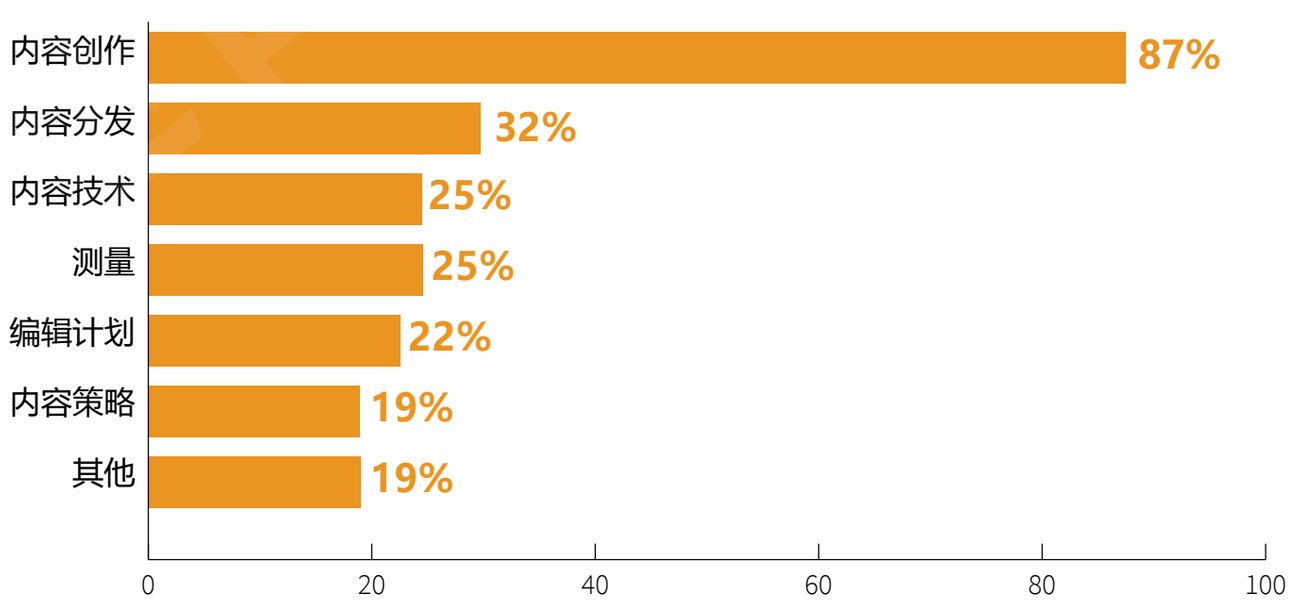
内容营销活动制造组织外包



Base: Manufacturing content marketers whose organization outsources at least one content marketing activity. Aided list; multiple responses permitted.

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内容的生产与分发

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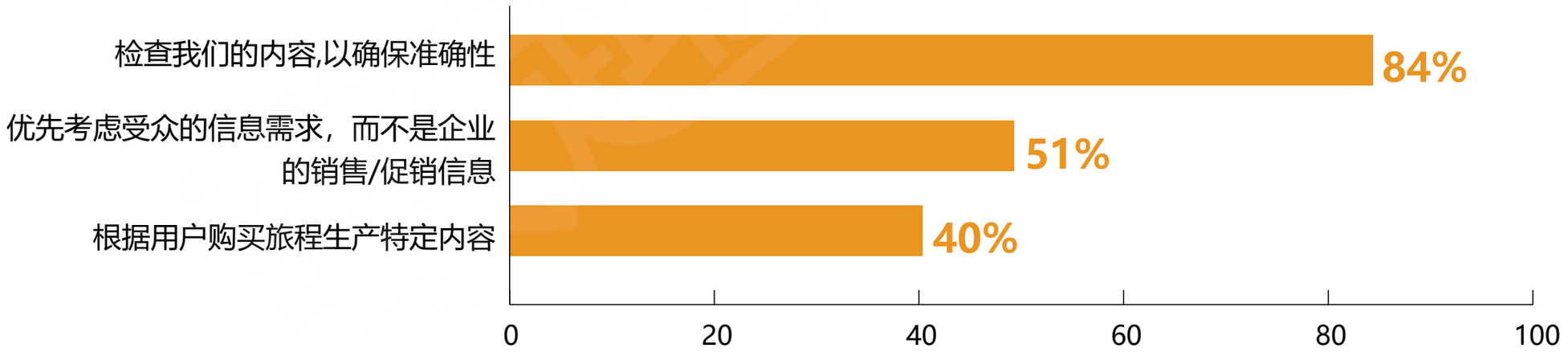
不到一半(40%)的制造业营销人员根据用户购买旅程生产特定内容。

超过半成（51%）的制造业营销人员在进行内容创建时优先考虑受众的信息需求而不是企业的销售信息。制造行业在重视用户的内容需求上远低于整体水平。

制造业的营销人员需要停止创建没有考虑用户需求的内容。如果没有为用户提供他们需要的、有价值的信息和内容，那么在内容营销上投入再多的资金也是没有用的。

所以内容营销人员要首先了解自己的用户，绘制清晰的用户画像，并了解用户在购买旅程中每个阶段感兴趣的内容，这是制定内容营销策略的关键步骤之一。

制造业营销人员在内容创建时总是/频繁考虑的问题



Base: Manufacturing content marketers who answered each concept.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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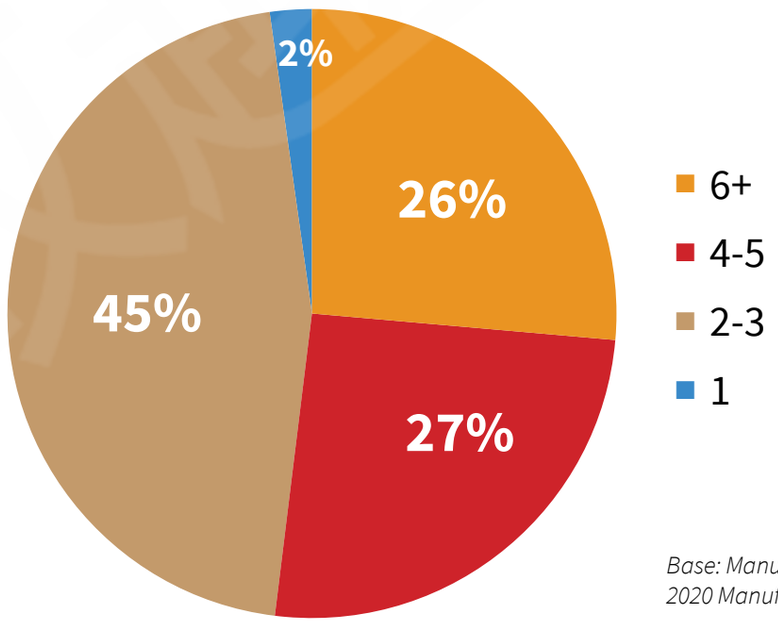
平均而言，制造业营销人员为4个不同的受众创建内容。

工业品的产品线非常多，产品型号划分很细，通常有上千个不同的产品线。而不同产品线对应的客户群体不同，不同客户群感兴趣的产品型号不同。所以这也对制造业的内容营销人员提出了很大的挑战。

各行各业、不同企业的采购模式、运营模式、对内容的需求都完全不同。面对众多需求各异的用户群体，传统的营销手段已经难以满足他们的需求，所以需要通过数字化营销来分析数据、提供有针对性的个性化策略。

致趣百川SCRM营销自动化会给消费者打上多个标签，以用户身份识别码作为用户ID，纪录消费行为数据，还原顾客画像；建立用户身份唯一识别码，以便于跨平台的用户数据匹配，包括邮箱、手机号、微信openid、cookie等。在之后的内容推送时，选择相应的内容标签，仅给对这类内容感兴趣的用户推送，做到真正的个性化。

营销人员为不同受众群体创建内容的数量



Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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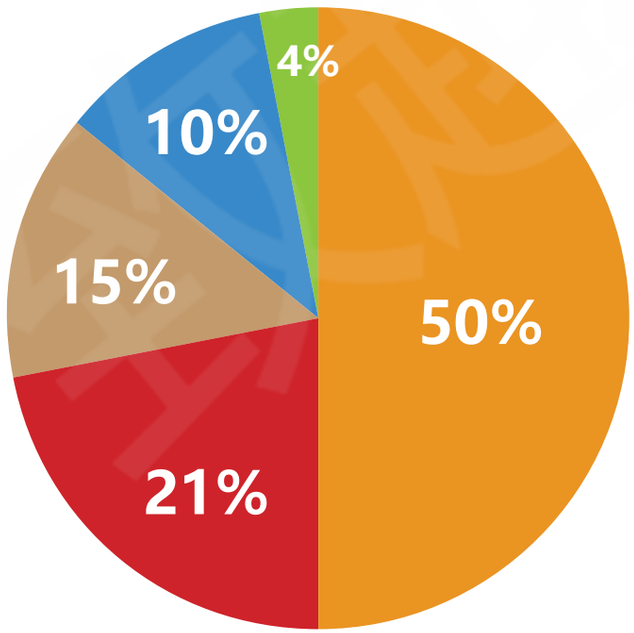
提升营销人员表示，他们创造的内容中有50%是为处于购买初期的受众而设计的。漏斗底端阶段创建的内容非常少。

内容营销闭环的打造，内在要遵循卷入度由浅入深的原则。从漏斗顶端的浅层“获客型内容”（如白皮书、报告解读等），到漏斗中端的“孵化型内容”（如客户案例、行业解决方案），到漏斗底端的“转化型内容”（如产品手册等），针对用户全生命周期都要用不同类型、不同主题的内容覆盖到。

通过这种方式，利用不同的内容不断提高用户的卷入度，由浅入深把内容做好，每个阶段都运用“钩子”的策略。为销售线索提供有针对性的内容，销售机会能够增加20%以上。在合适的时间，提供有针对性的内容，则可以为权重增加服务。除信息外，有营养的内容也包括工具、活动。线上、线下同时发力，针对不同属性的人群开展对应的营销策略，提高营销转化率和成单率。

最近12个月为内容营销创建的制造业营销人员总数的百分比



Base: Manufacturing content marketers who answered the question; aided list. Percentages were required to equal 100%.
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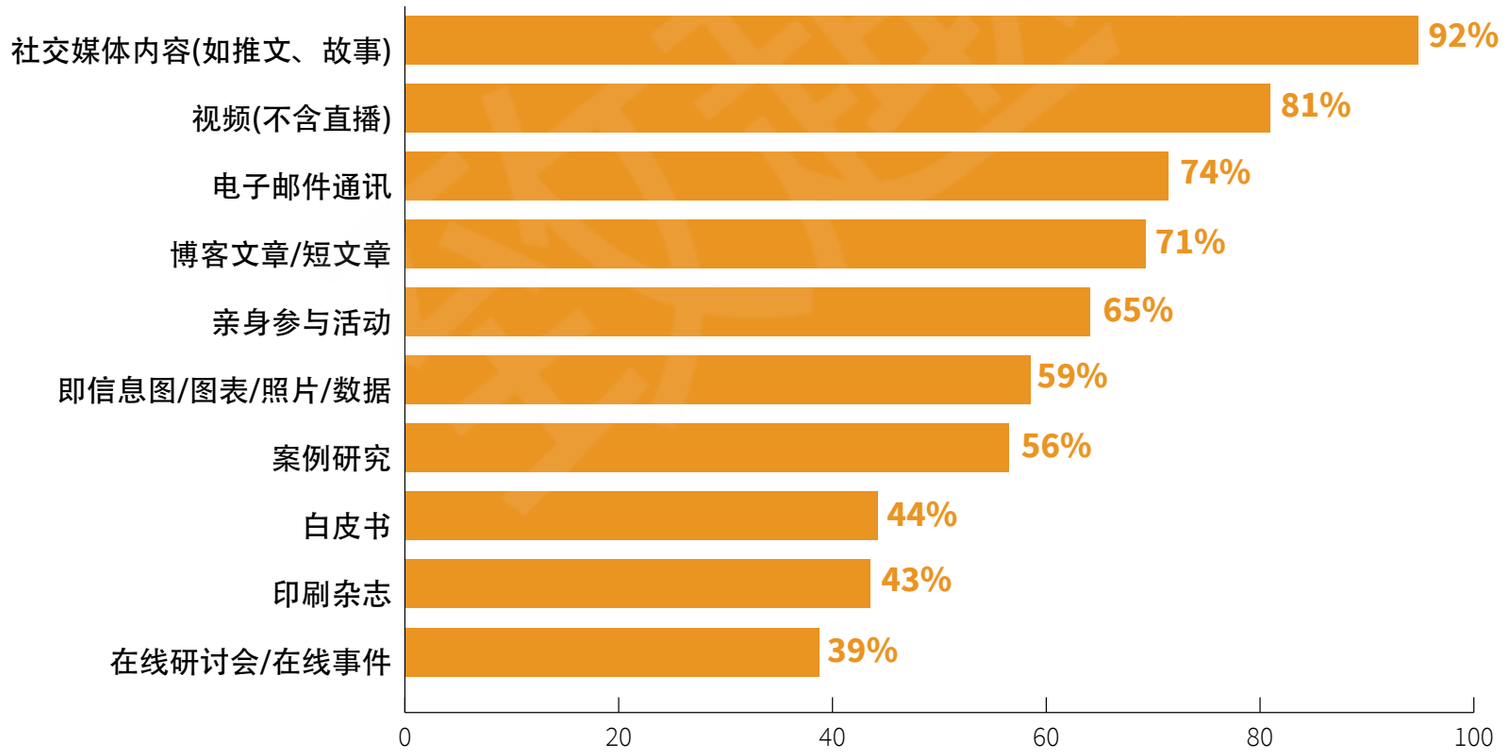
制造业营销人员使用最多的两种类型是社交媒体内容(92%)和视频(81%)。

全球社交媒体用户数量已经达到了27亿，约占总人口数的35%，并且这个数字还在逐年增长。社交媒体是推动内容触达目标用户的主要工具，通过社交媒体，企业可以吸引更大的目标用户群体。目前可供企业使用的社交媒体很多，所以可以将内容在多个平台上发布，再利用致趣百川营销自动化系统，通过设置留资触点的方式，将各个平台上的流量汇集到同一个平台（中国以微信为主），进行线索孵化。

对于制造业来说，产品的展示以视频的方式将会更加直观且容易理解。视频的吸引力更高，更利于用户理解，在注意力稀缺的时代这是一种很好的增加内容黏性的方式。通过视频，用户可以更加直观地了解到产品使用方式，以及场景化产品落地情况，最后影响到用户的购买决策。

过去12个月制造业营销人员使用的内容类型(前10)



过去12个月使用的其他内容类型:

长篇文本(如文章3000字以上)(34%);电子书/指导(30%);研究报告(20%);纸质书(12%);直播内容(9%);播客(8%);和其他(11%)。

Base: Manufacturing content marketers. Aided list; multiple responses permitted.
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不同类型的内容适合不同的线索阶段，现场活动更适合获取和转化线索，社交媒体、邮件等更适合品牌意识和线索孵化。

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内容不仅仅限于图文，除了图文内容以外，网站内容、电子邮件、在线会议、案例研究、 电子书、博客内容、在线视频、社交内容和产品演示都是不同的内容类型。不同的内容类型适合不同的用户阶段。我们可以用用户需要投入的时间成本来衡量内容营销适合的阶段。微信图文平均停留时间7 秒就可知其大概含义，电子书3分钟就可决定是否需要深入阅读，直播必须观看10分钟以上， 才能对内容有所了解，直播之后是自办活动，时间为3小时。所以针对不同的目标需要使用不同的内容类型。

哪种内容类型对企业组织而言效果最好?

建立品牌知名度	线索获取	线索孵化	线索转化
社交媒体内容(如推文、故事)（36%)	亲身参与活动(24%)	电子邮件通讯(31%)	亲身参与活动(33%)

Base: Manufacturing content marketers whose organization used more than one content type for content marketing purposes in the last 12 months; aided list.
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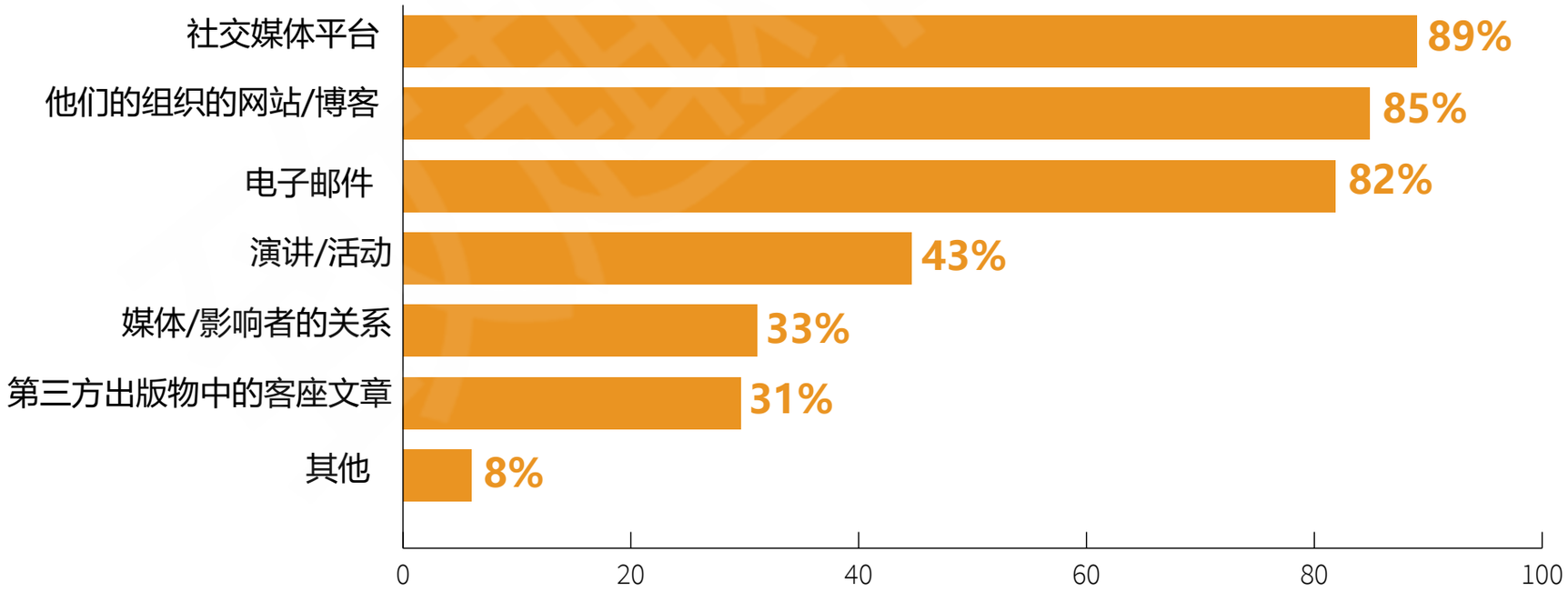
制造业营销人员使用的前3个免费内容分发渠道是社交媒体平台(89%)、企业网站/博客(85%)和电子邮件(82%)。

从微信生态的服务号、小程序，再到 MiniSite、电子邮件和社群，不同的渠道和场景都有不同的定位，需要不同的内容，也有各自的优势。比如官网可以设置留资触点，微信服务号和社群可以做用户的沉淀和孵化，邮件适合主动去触达和激活用户。

B2B企业中，不论是市场部、销售部，还是管理层，都要通盘考虑全渠道场景，因为这些都是企业潜在的增长点。过去大多企业可能只是做了其中的某一个场景，但未来如果想实现真正的转化和增长，就需要利用致趣百川营销自动化系统，可以将这些场景的数据和用户信息都整合起来。

过去12个月里制造业营销者使用的有机分销渠道



Base: Manufacturing content marketers. Aided list; multiple responses permitted.
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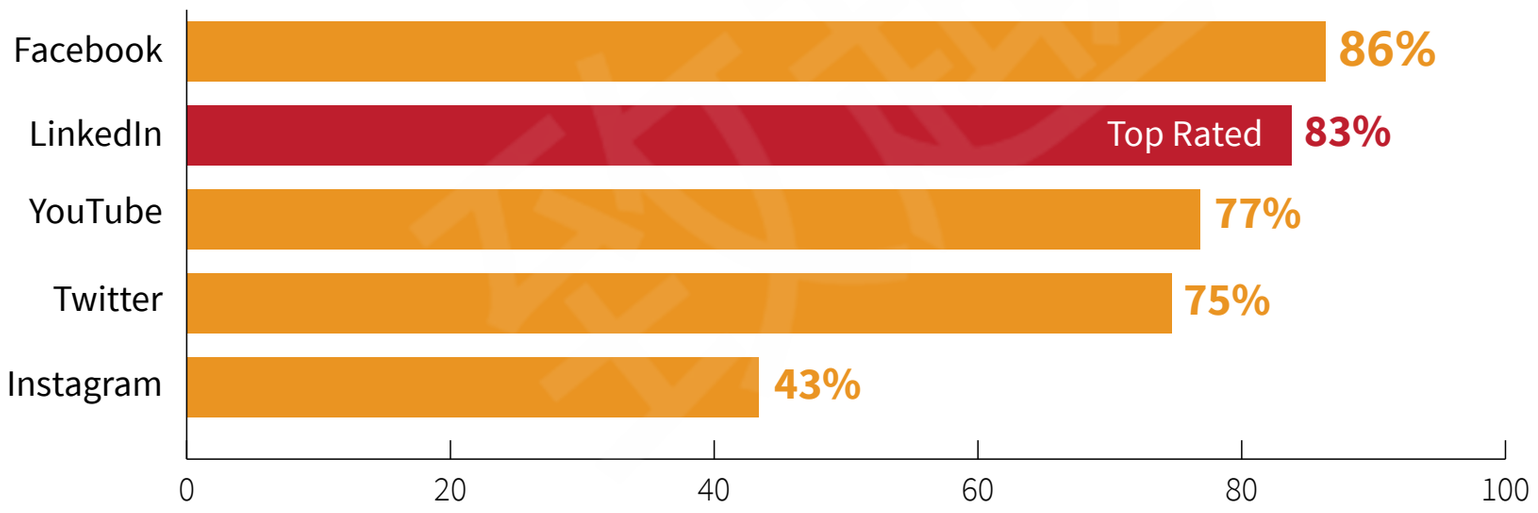
75%或更多的制造业营销人员使用免费的社交媒体渠道Facebook、LinkedIn、YouTube和Twitter进行内容营销。

受访者表示，在他们使用的免费平台中，LinkedIn产生的整体内容营销效果最好。落地于中国市场，除了LinkedIn以外，中国最不容忽视的社交渠道就是以微信为主的社交媒体。对于B2B企业来说，微信服务号是将粉丝、用户沉淀下来的主要场景。虽然服务号的阅读率和打开率在持续走低，但不意味着它的重要性在降低。

B2B企业与B2C不同，没有很大量级的用户，自己建立一个APP的ROI很低，所以就需要将微信生态下的服务号作为一个主要载体，来将企业的粉丝沉淀下来，建立长期的连接。

制造业营销人员在过去12个月使用的免费社交媒体平台



Base: Manufacturing content marketers whose organization used organic social media platforms to distribute content in the last 12 months. Aided list; multiple responses permitted

过去12个月使用的其他有机社交媒体平台: Pinterest (20%);Reddit (3%);Quora (3%);中等(2%);Snapchat (0%);和其他(3%)。

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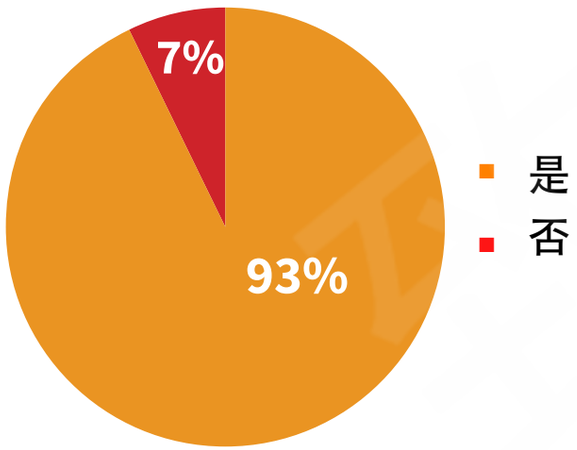
大多数制造业营销人员(93%)使用付费分销渠道进行内容营销；占比最高的为使用付费社交媒体/推广帖子(66%)。

要在内容营销方面取得成功，仅创建高质量的内容是远远不够的。即便内容足够吸引人，如果不知道如何有效推广，那么在内容上投入的经历和时间都会被浪费。而付费推广是可以快速找到目标用户的方式。

2019年使用付费渠道分发内容的营销人员仅占比66%，过去一年中有越来越多的营销人员开始使用付费方式进行内容分发。制造业营销人员付费最多的由SEM变成付费社交媒体。

付费媒体是可以实现程序化和规模化的，而且是大面积的全覆盖客群信息打击。当你需要发布新产品，或者需要改变品牌形象时候,你都需要一个广阔的渠道告诉消费者,这个时候就需要付费媒体将声音扩大。

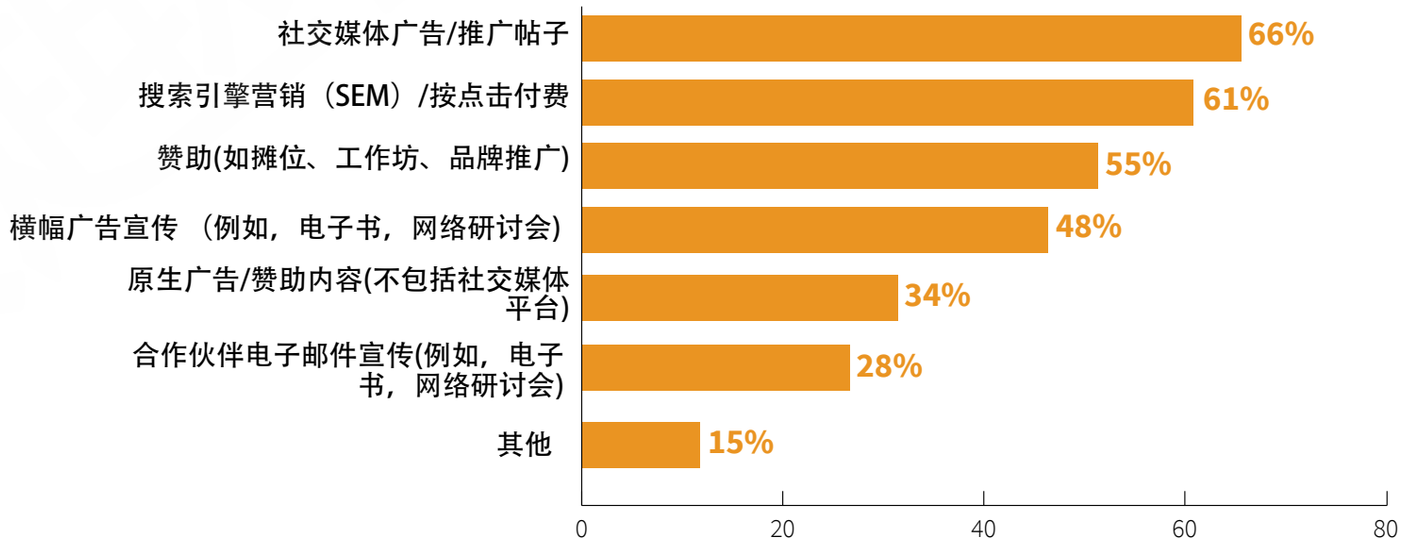
在过去的12个月中，您的生产组织是否使用过任何付费内容分发渠道?



Base: Manufacturing content marketers.

2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

制造业营销人员使用的付费内容分发的类型



Base: Manufacturing content marketers whose organization used at least one paid distribution channel in the last 12 months. Aided list; multiple responses permitted.

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测量与目标

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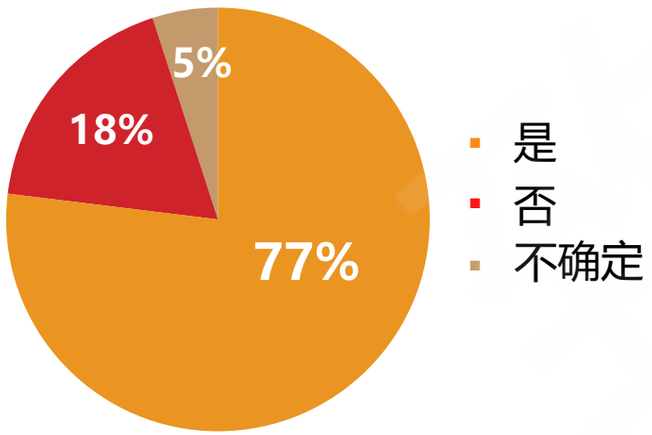
超过四分之三(77%)的制造业营销人员建立了可以衡量内容绩效的KPI；有67%的人建立了KPI, 46%测量了内容营销的ROI。

在2019年使用指标衡量内容营销绩效的比例仅为54%，衡量营销绩效对帮助企业优化营销预算投资和资源配置有重要意义。如果企业没有一个可以跟踪和度量的强大分析工具，那么很难衡量内容营销的ROI。这不仅仅是使用一项技术就可以解决的，还需要对这些工具和技术有很好的理解。准确衡量ROI市制造业内容营销人员面临的挑战之一。

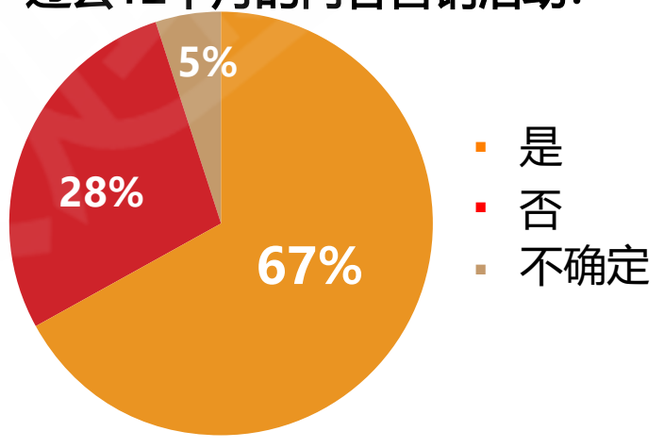
准确地衡量ROI不仅仅是技术或工具的问题，这些技术和工具当然可以帮助，但更大的挑战是如何避免错误归因等问题。这在复杂的制造业中更加明显，制造业的最终购买决策涉及多个利益相关者，销售周期一般可以延长到12~18个月，所以制造业内容营销的ROI仍然是一个很大的挑战。

您的制造组织是否使用度量标准来度量内容性能?



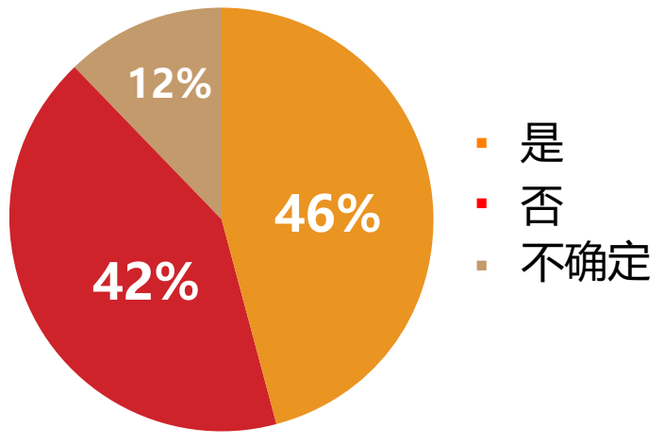
Base: Manufacturing content marketers.

您的制造组织是否建立了kPI来衡量过去12个月的内容营销活动?



Base: Manufacturing content marketers whose organization uses metrics to measure content performance.

您的生产组织是否衡量内容营销的ROI?



Base: Manufacturing content marketers whose organization uses metrics to measure content performance.

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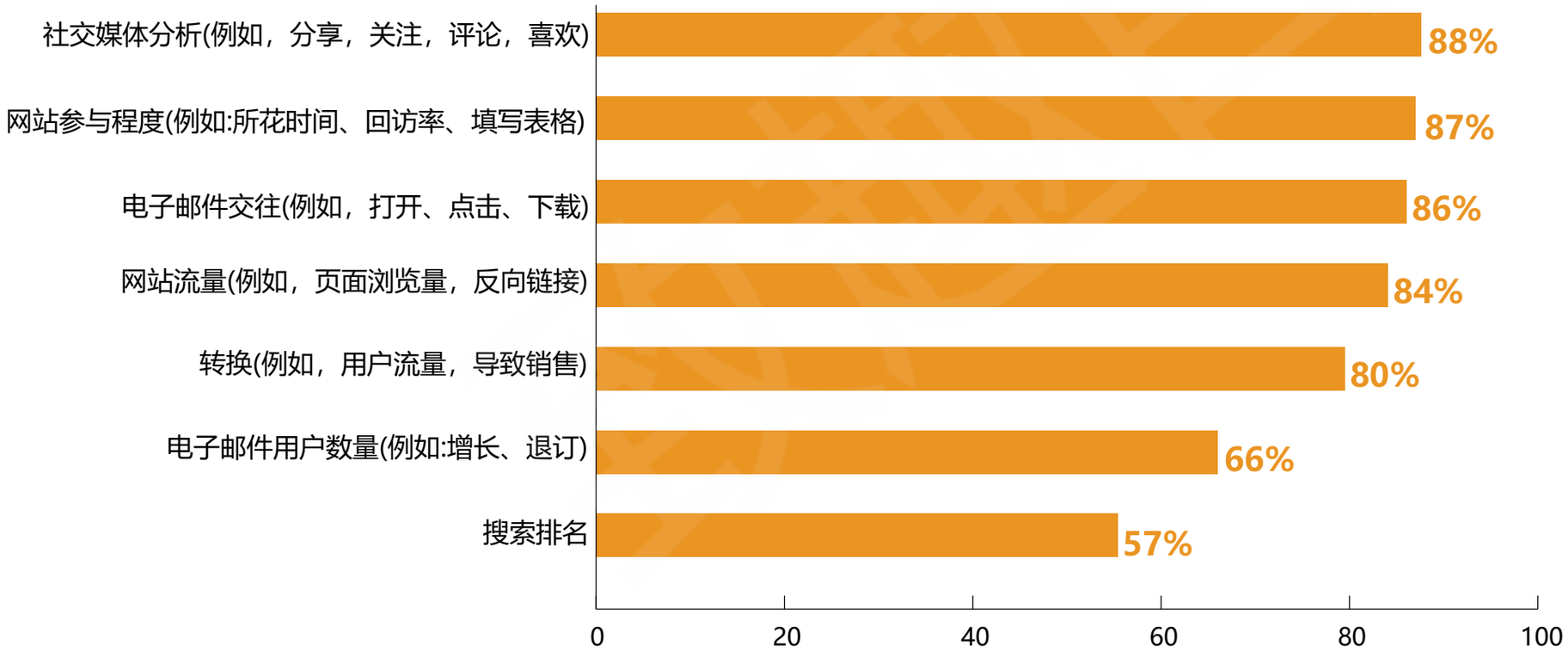
制造业营销人员追踪的衡量内容表现的前5个指标是社交媒体分析(88%)、网站参与度(87%)、电子邮件参与度(86%)、网站流量(84%)和转化率(80%)。

衡量效果不是在内容发布以后才做的，而是在制定策略的时候就要明确评价指标是什么，在内容营销的每个阶段都要明确需要的数据、需要实现的目标。

所以在执行内容营销策略之前就要明确相关衡量指标，以便可以在执行过程中持续跟踪、分析和优化内容策略。



Base: Manufacturing content marketers whose organization uses metrics to measure content performance. Aided list; multiple responses permitted.
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其他指标跟踪

过去12个月:移动分析(例如，流量，花费时间，转化率)(41%);客户、订阅者和/或客户/客户获取成本(CAC) (37%);营销资质领先指标(如MQLs、SQLs) (35%);公关提到/媒体报道（31%);销售效果(如销售周期、销售团队绩效)(14%);客户满意度指标(13%);客户保留率(12%);终身客户价值(6%);和其他(1%)。

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85%的制造业营销人员在过去的12个月里成功地利用内容营销来建立品牌知名度。

与2019年相比，利用内容营销来建立品牌知名度的制造业营销人员比例由79%上升到了85%。

在过去的12个月里，生产营销人员通过成功地使用内容营销实现了目标

	2020	一年前的报告*
创建品牌知名度	85%	79%
教育受众	76%	69%
建立信任/信誉	66%	60%
激发需求/潜在客户	63%	66%
支持推出新产品	63%	55%
建立现存用户的忠诚度	51%	55%
产生销售/收入	48%	40%
培育订阅者/受众/潜在用户	48%	47%
推动参加一个或多个现场活动	44%	44%
建立订阅群体	32%	29%
以上都不是	2%	4%

**See 2019 Manufacturing Content Marketing: Benchmarks, Budgets, and Trends*

Base: Manufacturing content marketers. Aided list; multiple responses permitted.
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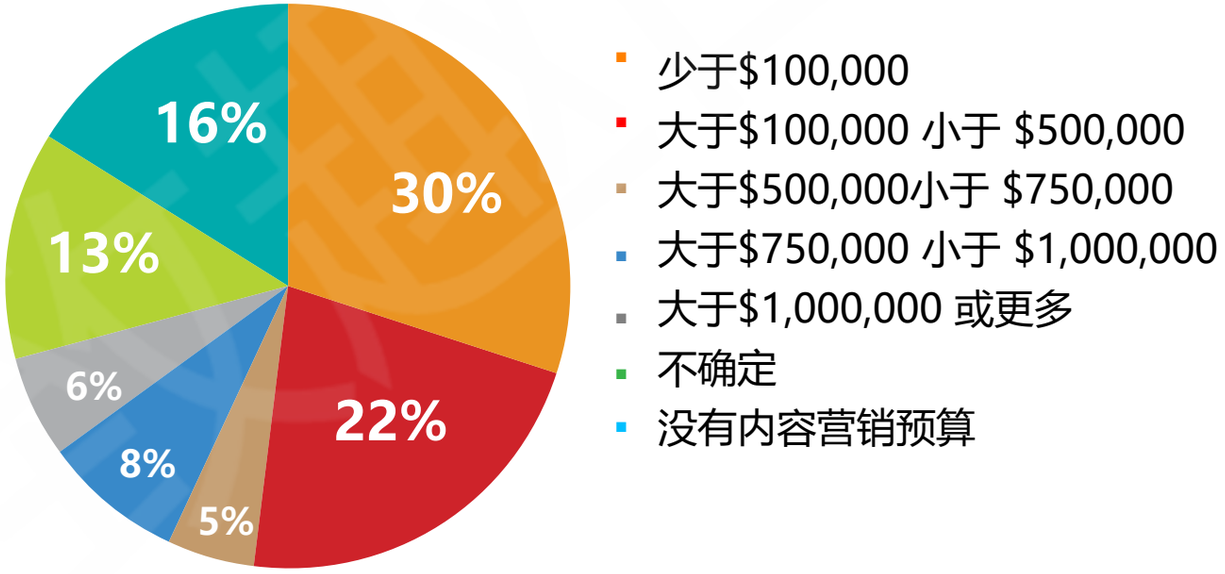
41%的制造业营销人员表示，2019年的内容营销年度预算在10万美元以上。另有30%的人表示，这一数字低于10万美元。报告的平均年度预算为285,000美元。

很多企业自己并没有内容方面的专业人士，或者没有时间持续生产高质量的内容。

为内容创作留出充足的预算，可以让整个团队更加专注于其他核心业务，比如与客户之间的关系维持、策略优化鞲。可以推动增长的好内容，可以提高用户的参与度。在内容创作方面的投资具有很高的商业价值。

2019年制造业内容营销年度预算(平均)(所有受访者)



Note: Marketers who reported their organization has no content marketing budget were not asked to specify if the expenditures come from a general marketing or other fund. The survey did not specify whether to include content marketing salaries, nor did it ask respondents to break out areas of content marketing spend.

Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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43%的制造业营销人员预期将在2020年增加其内容营销预算。

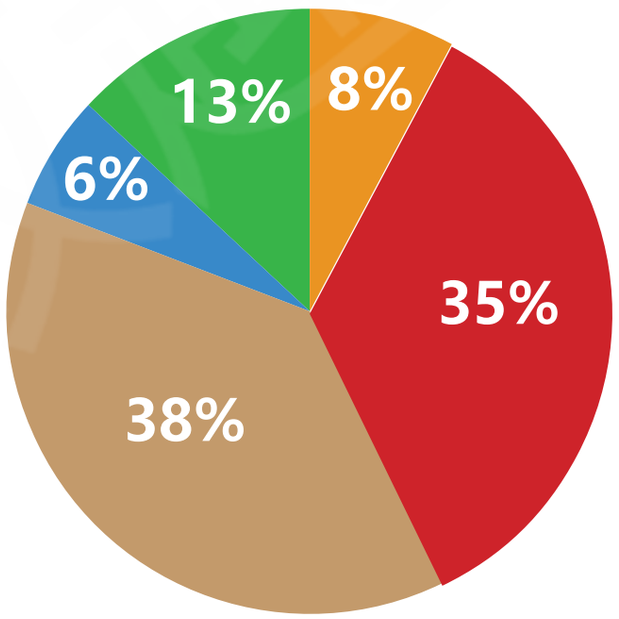
内容营销部门是市场部的中台部门，可以支撑前端活动、BD、搜索引擎优化的的内容需要，也为后台SDR部门做到线索培育，随着整个市场部业绩压力的增大，对内容的效率和整体产出会提出更多要求，预算要增加，更要提高投入产出比。

应该将这些增加的内容营销预算投资到哪里呢？以下是一些建议：

1） 洞察和分析。要让用户对内容产生共鸣，就要花时间去了解用户的痛点，最新的行业趋势。

2） 内容创作。内容营销的关键是内容创作。有充足资源的可靠计划是必须的。如果目前团队内部没有可以满足这一需求的人，可以招聘新成员、行业专家或自由撰稿人来完成。

3） 现场活动。可以考虑将一些内容营销预算投入到小型活动中。这是一种将社群成员和潜在客户聚集在一起向行业专家学习的机会。



与2019年相比，2020年制造业营销人员内容营销预算的预期变化

- 增加超过 9%
- 增加 1-9%
- 保持不变
- 降低
- 不确定

Base: Manufacturing content marketers who reported having an annual budget for content marketing in 2019.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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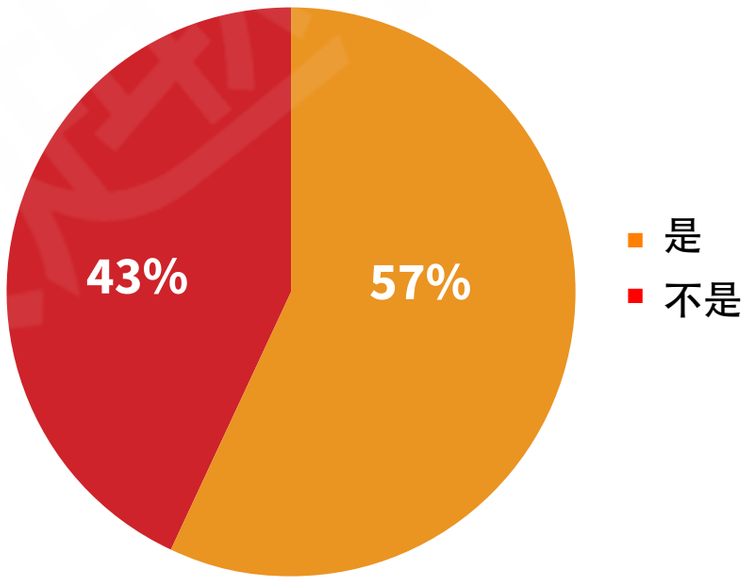
57%的制造业营销人员除了使用内容营销外，还使用传统的付费广告(电视、广播、印刷/数字广告、广告牌等)。

在使用付费广告的用户中，约40%的人说，他们的组织在过去12个月里把付费广告预算转到了内容营销上。传统的付费广告相对投入的人力和时间较少，但是耗费的成本较高，能最终获得多大的效果也难以衡量。

而虽然内容营销的初期，难以察觉出其带来的效果，且这个阶段会持续相当长的时间。直到突破临界点的时候，效果会突飞猛进，迅速增长。所以将一部分传统付费广告上的预算投入转移到内容营销上，是较好的选择，但不意味着就要立刻放弃传统的付费广告。一切渠道触点都可以营销，但是需要找到效果最好的渠道（通过营销自动化系统，跟踪不同渠道的效果，留下效果最佳的渠道）。

除了内容营销，您的生产组织是否使用传统的付费广告?(所有受访者)



Base: Manufacturing content marketers.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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内容营销的重要问题与独特挑战

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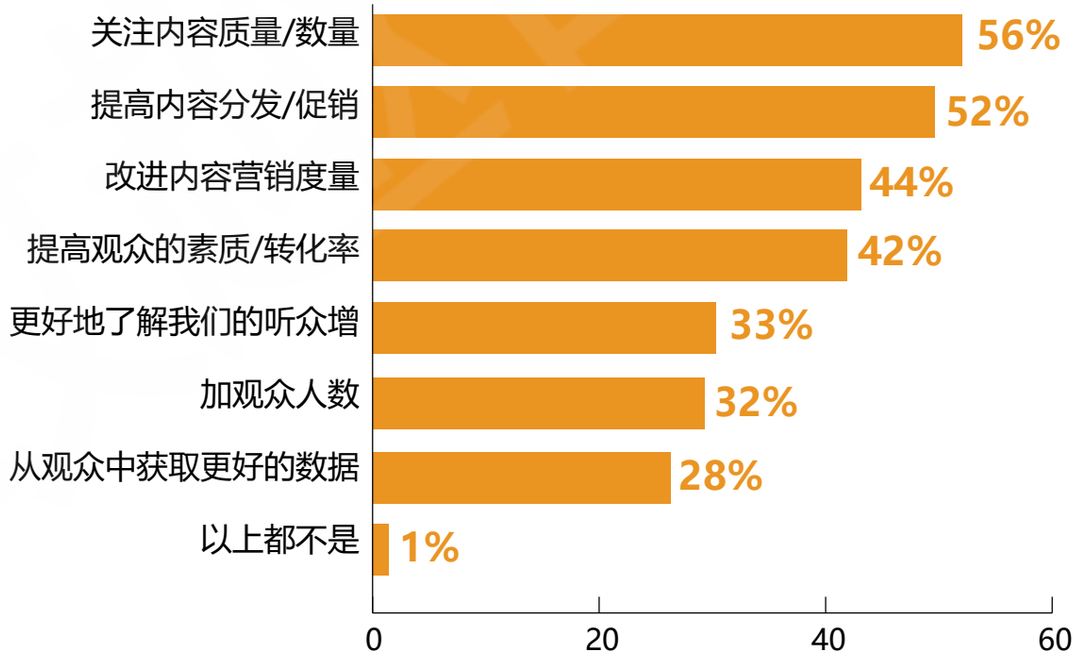
超过半数的制造业营销人员预计，到2020年，内容质量/数量和内容分发/推广将成为重点。

76% B2B营销人认为，内容的质量要比数量重要。但是，大家普遍认为好内容的生产很难。内容生产之前，需要让自己保持在一个更高标准的质量水平。重新定义“高质量内容”，可以通过一下三个问题来完成：1）内容的效果会随着时间提高吗？2）有人会为它买单吗？3）有人关心你是否更新吗？

致趣百川建议，要通过杠铃内容策略（1份重量级的内容+拆散内容多种渠道传播）来放大一份内容可以产生的效果。首先，同类型内容复用：把一篇内容分解成更小的部分，尽可能多地挖掘其中的价值。不同类型内容拆分成不同的内容类型进行复用，并在多个渠道进行传播发布。

制造业营销者认为他们的组织在2020年可能会优先考虑的内容营销活动（前3名）



Note: The question asked, “Select the top three of the following content marketing-related areas you think your organization might prioritize in 2020.” The survey did not ask respondents to rate their organization’s current success with any of the activities shown on the aided list. Therefore, use caution if making assumptions about current challenges organizations may be facing in any of the areas listed.

Base: Manufacturing content marketers. Aided list; a maximum of three responses permitted.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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提升营销人员的独特挑战是克服传统的营销和销售观念(55%)，在目标受众中创造吸引多层次角色的内容(53%)。与去年相比在传达复杂内容方面感到挑战的人更少(36% vs. 60%)。

与去年相比，创造可以吸引不同购买决策者的内容取代打破传统的营销和销售思维成为制造业营销人员面临的最大挑战。制造业中，对用户的需求了解是一大难题。制造业的购买决策方式对于内容营销人员来说也是一个巨大的挑战。

通常购买决策是由一个团队做出的，很少会由个人做出，而团队中的一些购买决策者可能从来都不会看到你做的内容或访问公司网站，不同类型的决策者对内容有不同的需求。很多内部这些隐藏的决策者或专家会让购买过程变得更加复杂。好的内容会始终关注用户需求，而不仅仅是提供产品和服务信息。

制造业营销人员面临独特的挑战

	2020	一年前的报告*
打破传统的营销和销售思维	55%	50%
在目标受众中创建可以吸引不同层级决策者的内容	53%	68%
在竞争中使产品/服务差异化	48%	–
适应长期的决策过程	41%	48%
访问主题专业人员以创建专门内容	40%	50%
广泛教育目标受众	38%	37%
交流复杂的内容	36%	60%
难以达到目标受众	36%	43%
让它通过多层次的采购决策者	32%	41%

**See 2019 Manufacturing Content Marketing: Benchmarks, Budgets, and Trends*

Base: Manufacturing content marketers. Aided list; multiple responses permitted.
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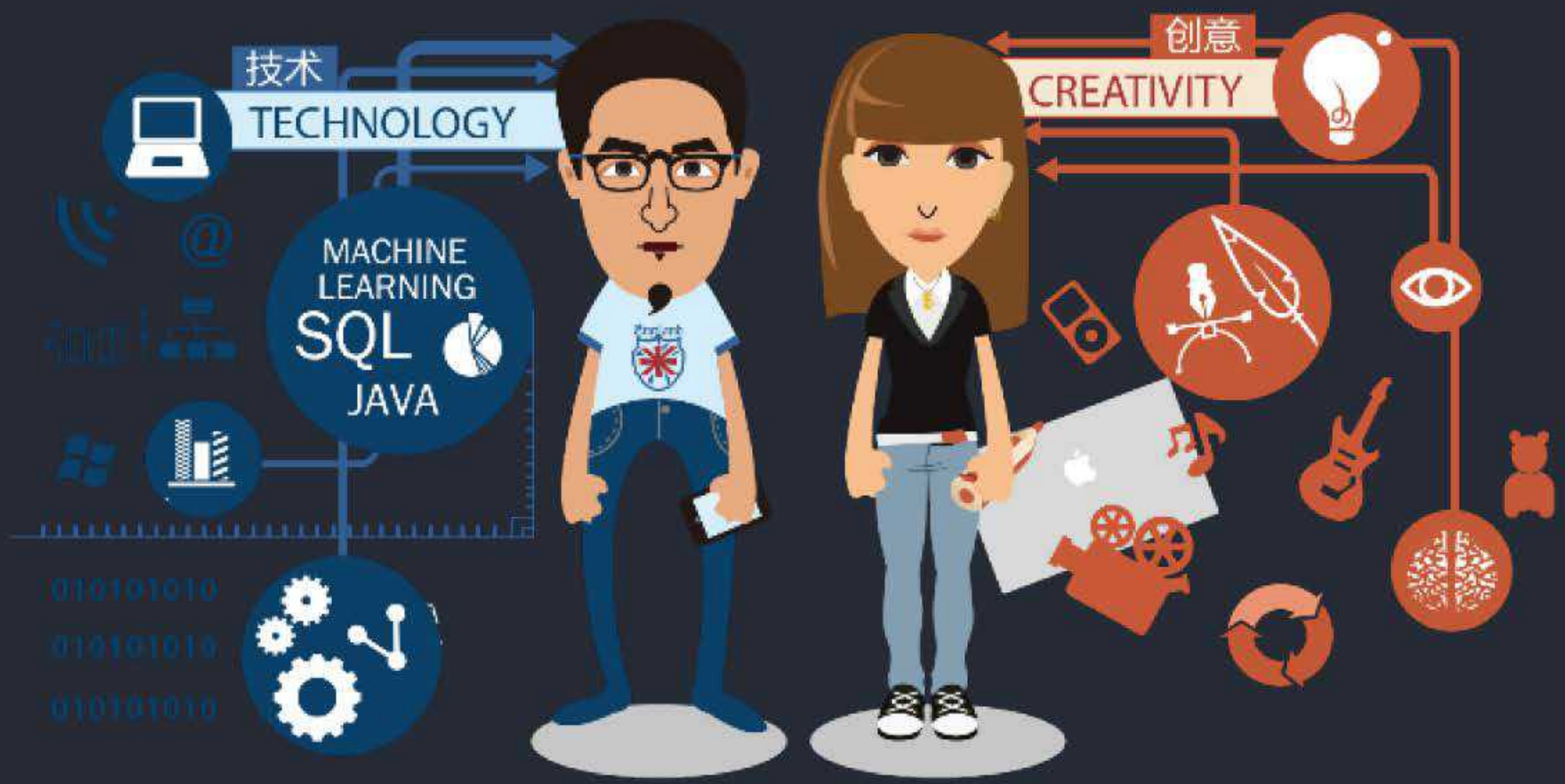

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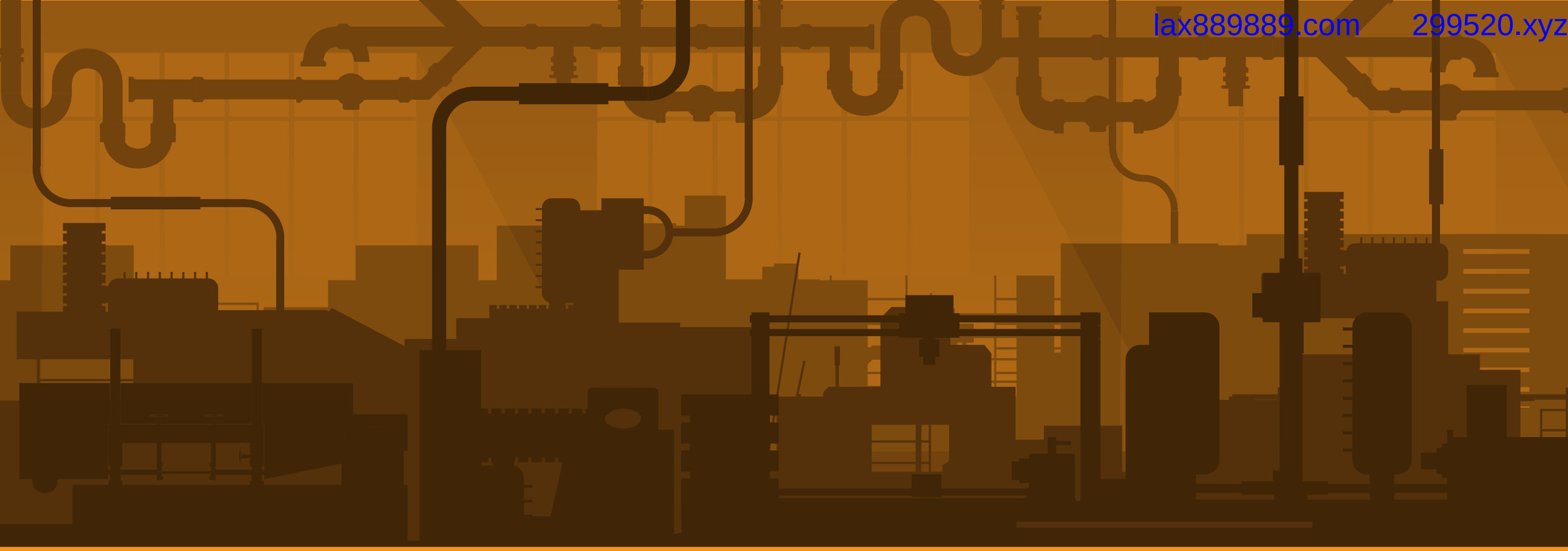

MANUFACTURING CONTENT MARKETING 2020

Benchmarks, Budgets, and Trends

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SURVEY TERM DEFINITIONS

Content Marketing: A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience—and, ultimately, to drive profitable customer action.

Success: Achieving your organization's desired/targeted results.

NOTE

This report contains a few key comparisons with data presented in the 2019 version of this report; however, use caution when making comparisons with past years. The sample size reported on here is slightly different this year than last. In addition, the survey methodology changed beginning with the 2019 report, when we began asking respondents to confirm their content marketing role and whether their organization has used content marketing for at least one year.

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When Content Marketing Institute (CMI) first reported on manufacturing in 2014, we noted that manufacturers were later to adopt content marketing than other industries we studied. They've certainly come a long way since then.

As you'll see in this report—based on the results of our 10th annual content marketing survey—manufacturing marketers have become more strategic with their content marketing and are feeling less challenged with communicating complex content. Many are reporting success with their overall approach to content marketing. The ability to craft content for different audiences across various stages of the buyer's journey—and distribute that content with precision—will be important to continued success in 2020.

On behalf of the entire CMI team, best wishes for your content marketing in the new decade. If you need resources, let us know. We're happy to assist!

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Creative Director, CMI

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Research Consultant

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KEY FINDINGS

Manufacturing marketers are becoming more strategic

41% of those surveyed said their organization has a documented content marketing strategy versus 21% last year, indicating a stronger focus on being strategic with their content marketing approach. See page 9.

They create content for four different audiences, on average, yet only 40% always/frequently craft content for specific stages of the customer journey

Many respondents create content for several different audiences, yet there is a need to craft content more precisely based on where those audiences are in the customer journey. See pages 17 and 18.

Communicating complex content and access to subject matter experts has improved

A smaller percentage than last year reported being challenged with communicating complex content (36% this year vs. 60% last year) and accessing subject matter experts (40% this year vs. 50% last year). See page 35.

64% of manufacturing marketers outsource at least one content marketing activity

Among those who outsource, 87% outsource content creation, which may help explain why their ability to communicate complex content has improved. See page 15.

Several organic (nonpaid) opportunities to distribute content are being overlooked

Most manufacturing marketers use social media platforms, their organization's website/blog, and email to distribute content. However, fewer take advantage of speaking/events (43%), media/influencer relations (33%), or guest posts/articles in third-party publications (31%). See page 22.

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SUCCESS & MATURITY

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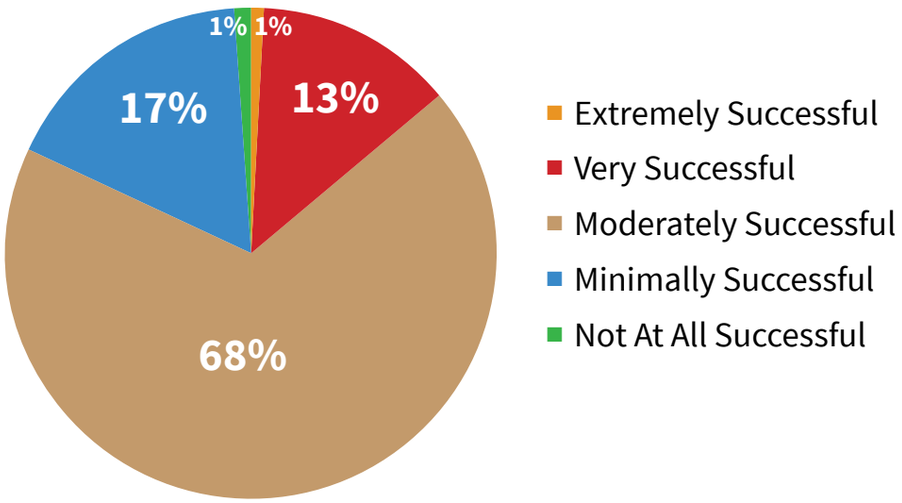
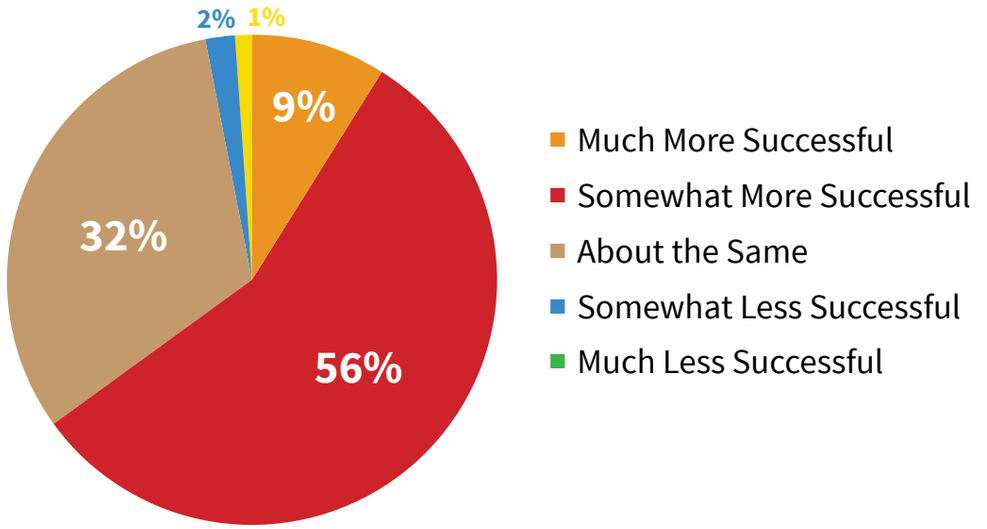
65% of manufacturing marketers say their organization is much or somewhat more successful with content marketing compared with one year ago.

How Manufacturing Marketers Rate Their Organization's Overall Level of Content Marketing Success



Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

How Manufacturing Marketers Rate Their Organization's Content Marketing Success Compared With One Year Ago



Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Note: The survey defined success as achieving your organization's desired/targeted results.

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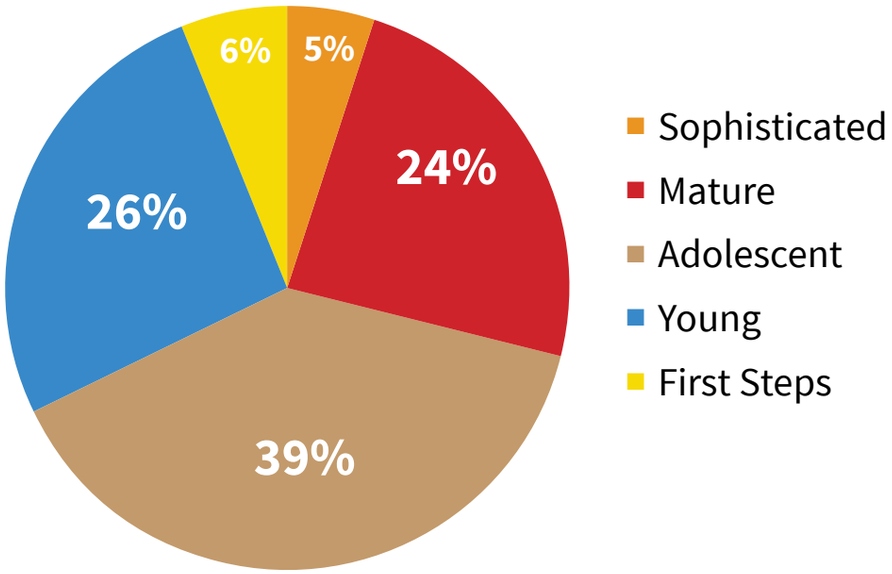
39% of manufacturing marketers say their organization is in the adolescent stage of content marketing maturity.

How Manufacturing Marketers Rate Their Organization's Content Marketing Maturity Level



Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

SOPHISTICATED
Providing accurate measurement to the business, scaling across the organization

MATURE
Finding success, yet challenged with integration across the organization

ADOLESCENT
Have developed a business case, seeing early success, becoming more sophisticated with measurement and scaling

YOUNG
Growing pains, challenged with creating a cohesive strategy and a measurement plan

FIRST STEPS
Doing some aspects of content, but have not yet begun to make content marketing a process

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STRATEGY, OPINIONS & TECHNOLOGY

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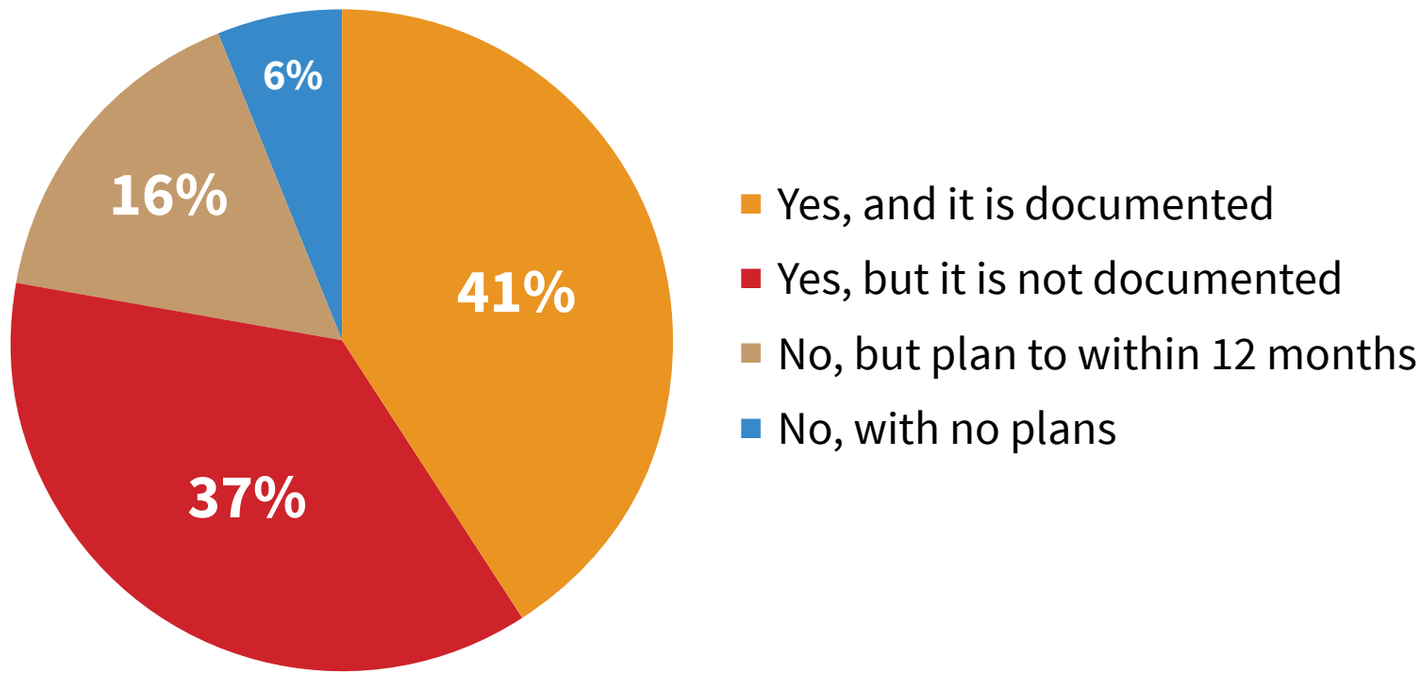
41% of manufacturing marketers report their organization has a documented content marketing strategy, up from 21% last year.

Percentage of Manufacturing Marketers With a Content Marketing Strategy



Base: Manufacturing content marketers; aided list.
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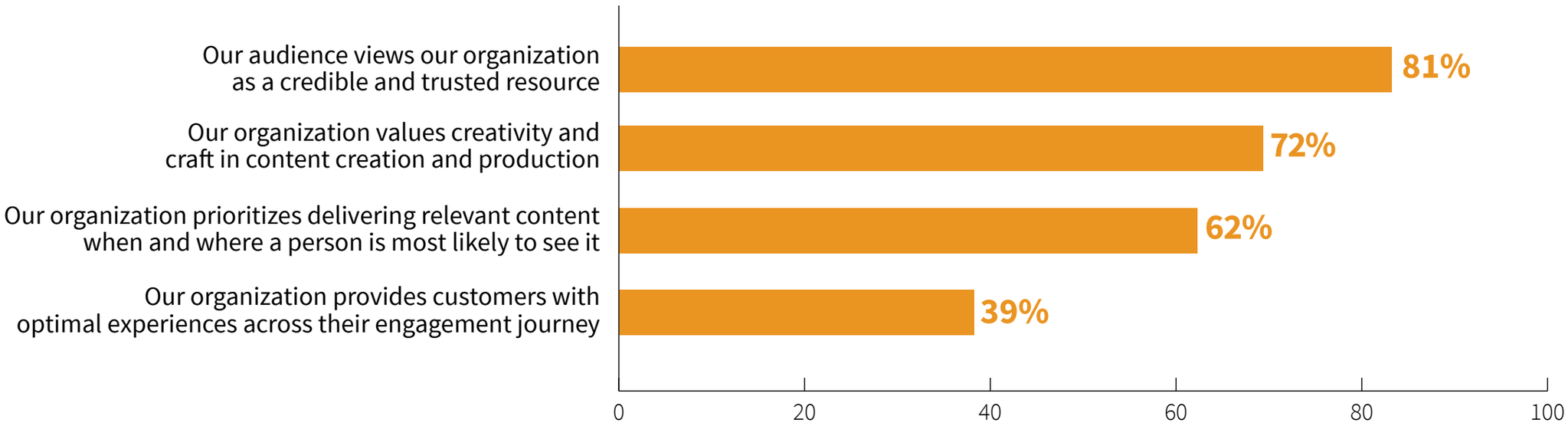
62% of manufacturing marketers agree their organization prioritizes delivering relevant content when and where a person is most likely to see it.

Manufacturing Marketers' Opinions About Content Marketing in Their Organization (Strongly/Somewhat Agree)


Our audience views our organization as a credible and trusted resource
81%
Our organization values creativity and craft in content creation and production
72%
Our organization prioritizes delivering relevant content when and where a person is most likely to see it
62%
Our organization provides customers with optimal experiences across their engagement journey
39%
0
20
40
60
80
100

Base: Manufacturing content marketers who answered each statement.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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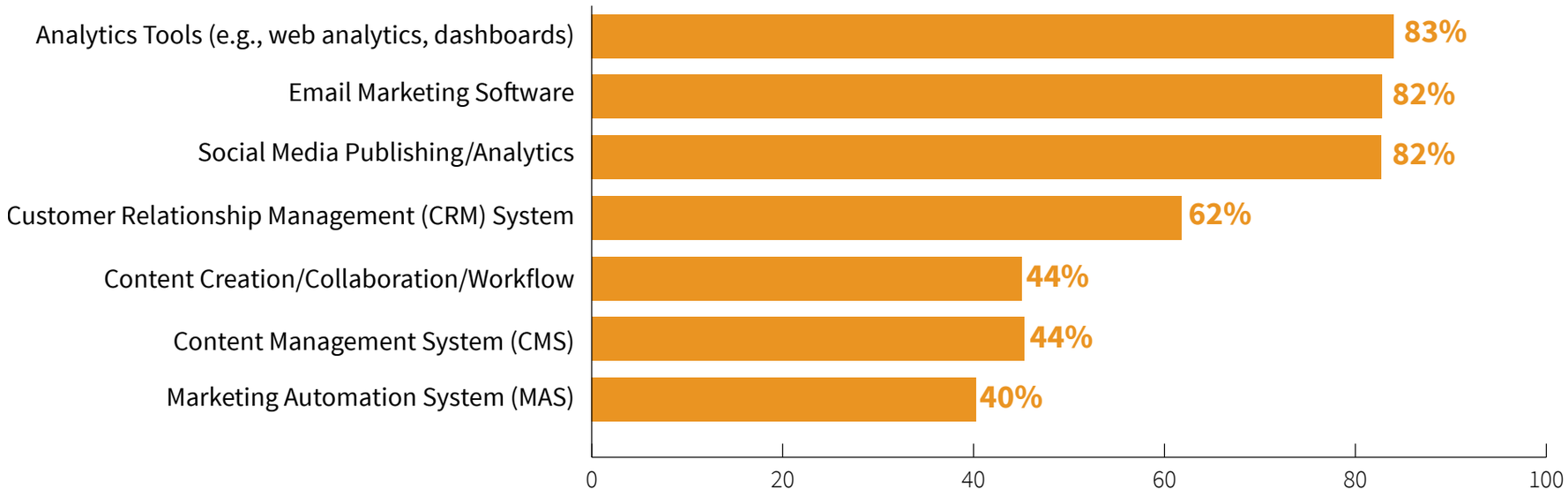
Manufacturing marketers report the top 3 technologies their organizations use to assist with content marketing are analytics tools, email marketing software, and social media publishing/ analytics.

Technologies Manufacturing Organizations Use to Assist With Content Marketing (Top 7)



Base: Manufacturing content marketers. Aided list; multiple responses permitted.
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Other technologies used:
Digital Asset Management (DAM) System (34%); Content Distribution Platform (21%); Content Optimization (19%); Content Performance/ Recommendation Analytics (18%); and Integrated Content Marketing Platform (10%).

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TEAM STRUCTURE & OUTSOURCING

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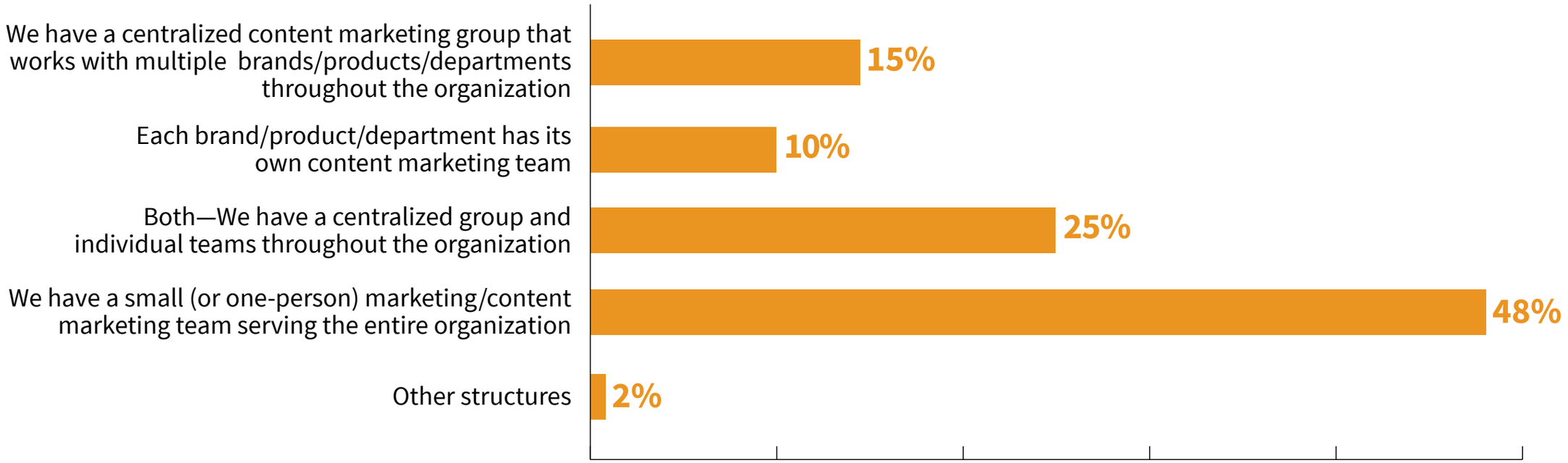
Almost half (48%) of manufacturing marketers report their organization has a small (or one-person) marketing/content marketing team serving the entire organization.

Manufacturing Organizations' Content Marketing Team Structure


We have a centralized content marketing group that works with multiple brands/products/departments throughout the organization
15%
Each brand/product/department has its own content marketing team
10%
Both—We have a centralized group and individual teams throughout the organization
25%
We have a small (or one-person) marketing/content marketing team serving the entire organization
48%
Other structures
2%

Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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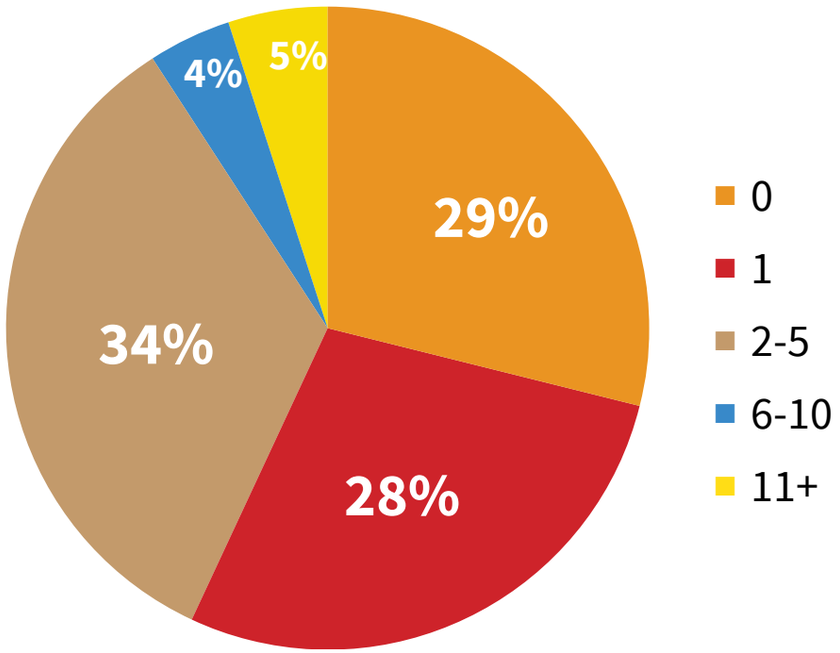
43% of manufacturing marketers say their organization has 2 or more internal team members who are full-time/dedicated to content marketing.

Manufacturing Organizations' Content Marketing Team Size (Full-Time/Dedicated to Content Marketing)



Base: Manufacturing content marketers; aided list.
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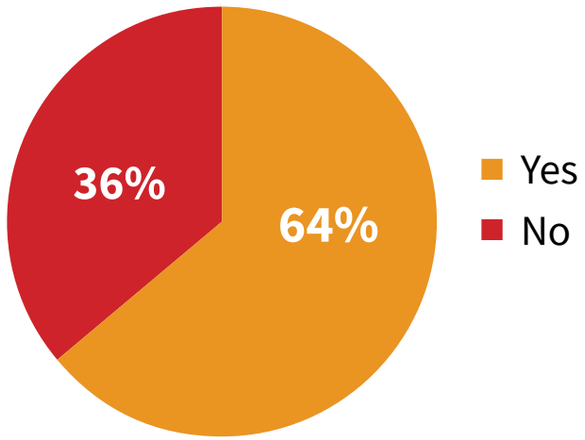
64% of manufacturing marketers outsource at least one content marketing activity; content creation is the activity they're most likely to outsource (87%).

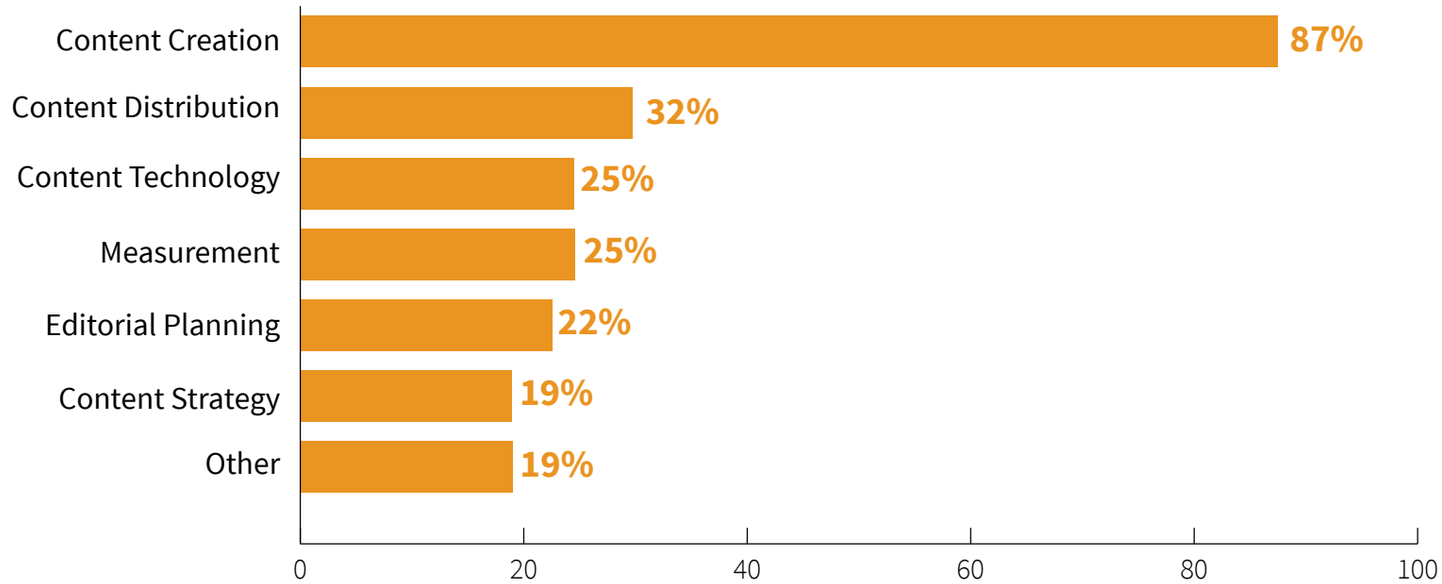
Does Your Manufacturing Organization Outsource Any Content Marketing Activities?



Base: Manufacturing content marketers.

2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Content Marketing Activities Manufacturing Organizations Outsource



Base: Manufacturing content marketers whose organization outsources at least one content marketing activity. Aided list; multiple responses permitted.

2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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CONTENT CREATION & DISTRIBUTION

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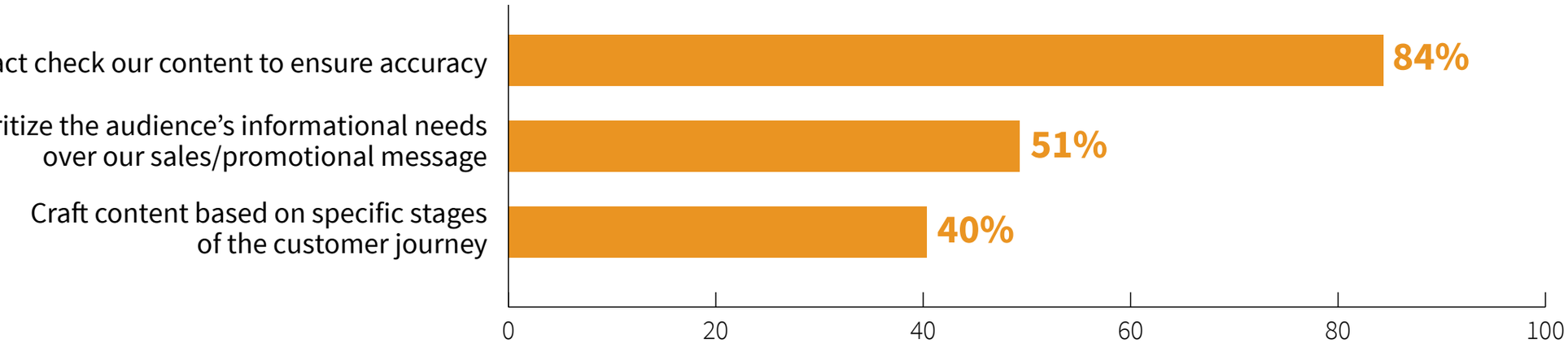
Fewer than half (40%) of manufacturing marketers craft content based on specific stages of the customer journey.

Concepts Manufacturing Marketers Always/Frequently Take Into Account While Creating Content for Their Organization



Base: Manufacturing content marketers who answered each concept.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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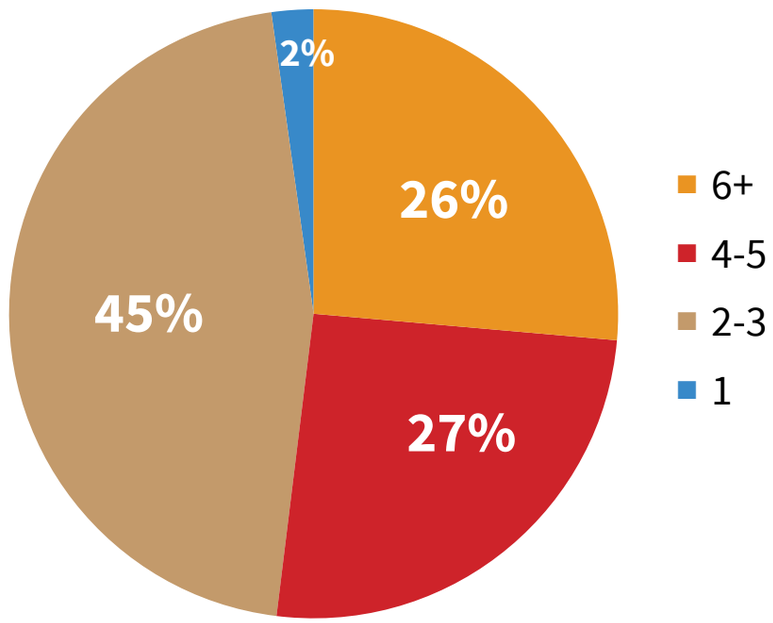
On average, manufacturing marketers create content for 4 different audiences.

Number of Different Audiences Manufacturing Marketers Create Content For



Base: Manufacturing content marketers; aided list.
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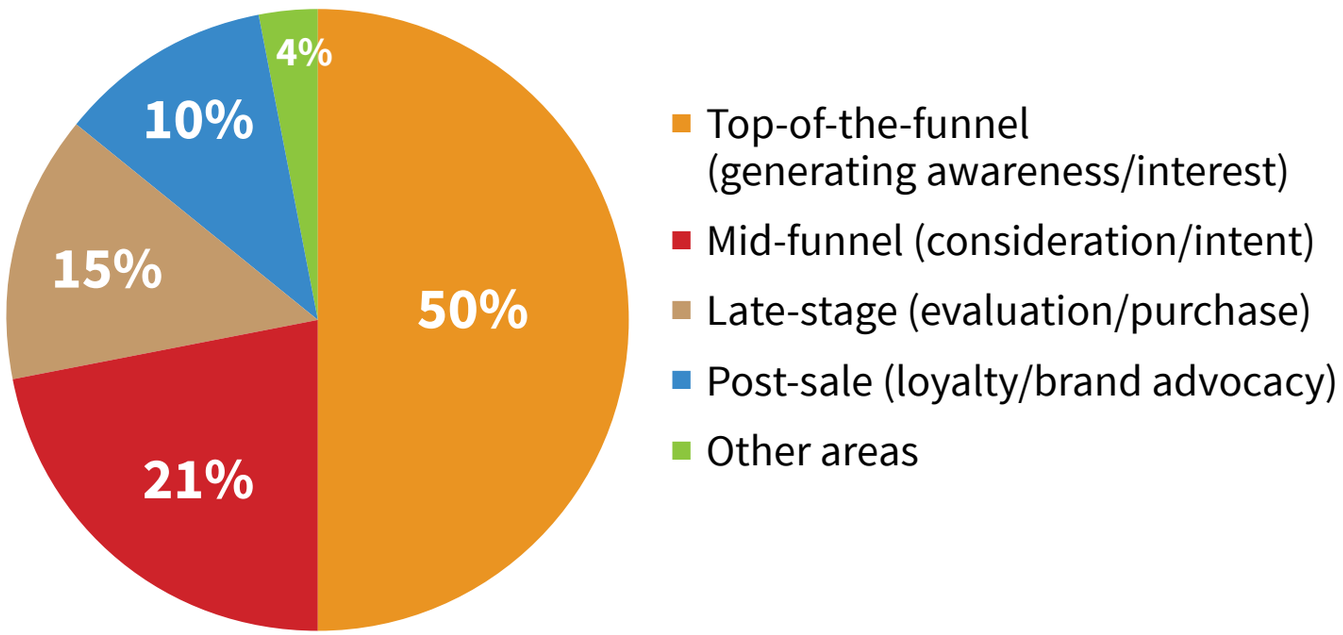
Manufacturing marketers say 50% of the content they create is for audiences in the early stages of the buyer's journey (top-of-the-funnel). Far less content is created for stages further down the funnel.

Percentage of Total Content Manufacturing Marketers Created for Content Marketing in Last 12 Months



Base: Manufacturing content marketers who answered the question; aided list. Percentages were required to equal 100%.
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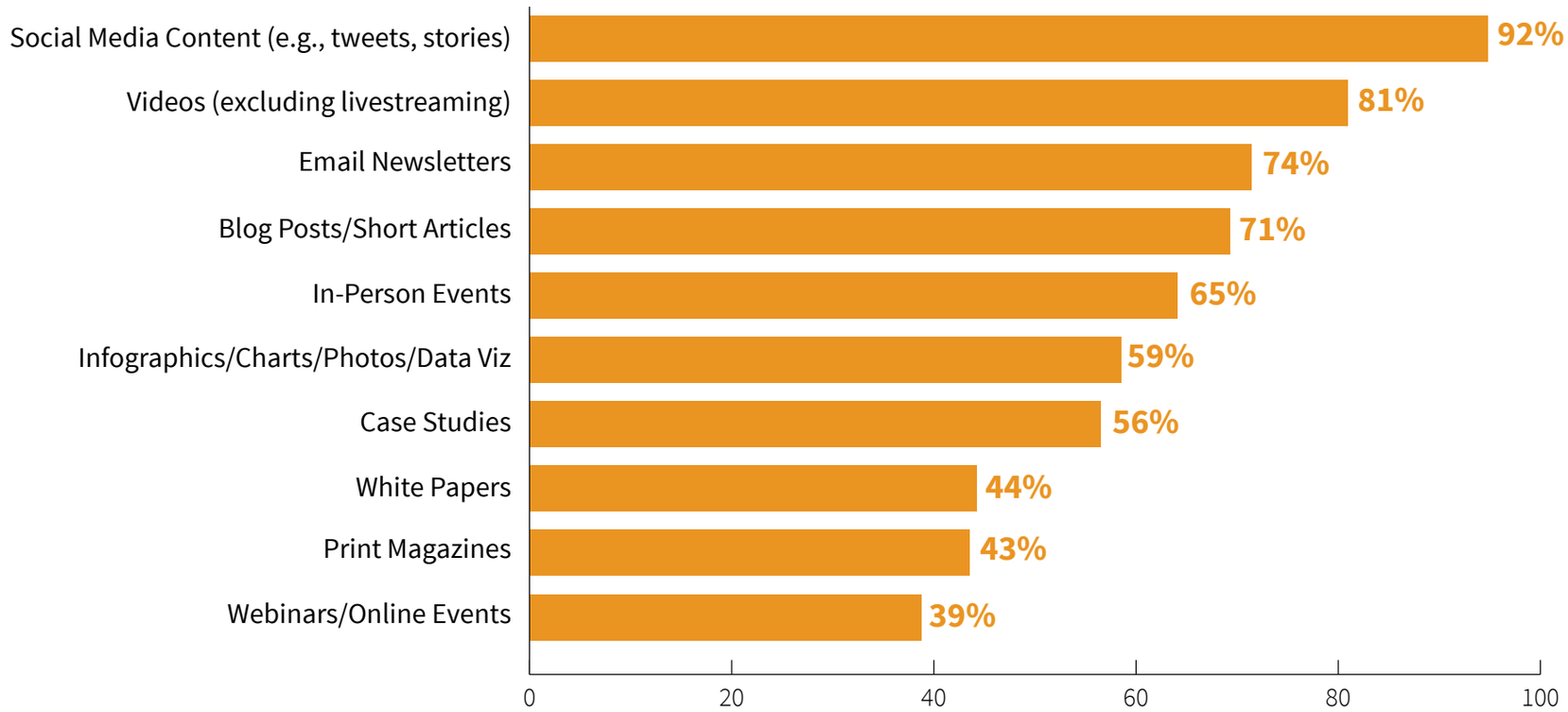
The top 2 types of content manufacturing marketers use are social media content (92%) and videos (81%).

Content Types Manufacturing Marketers Used in Last 12 Months (Top 10)



Base: Manufacturing content marketers. Aided list; multiple responses permitted.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Other content types used in last 12 months: Long-Form Text (e.g., articles 3,000+ words) (34%); Ebooks/Guides (30%); Research Reports (20%); Print Books (12%); Livestreaming Content (9%); Podcasts (8%); and Other (11%).

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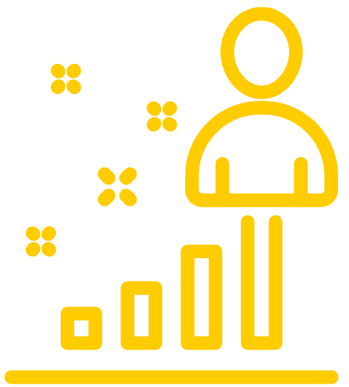
We asked respondents which content types are the highest performing for their organization for building brand awareness, securing leads, nurturing leads, and converting leads. Their top response in each category is shown here.



TO BUILD BRAND AWARENESS	TO SECURE LEADS	TO NURTURE LEADS	TO CONVERT LEADS
Social Media Content (e.g., tweets, stories) (36%)	In-Person Events (24%)	Email Newsletters (31%)	In-Person Events (33%)

Base: Manufacturing content marketers whose organization used more than one content type for content marketing purposes in the last 12 months; aided list.
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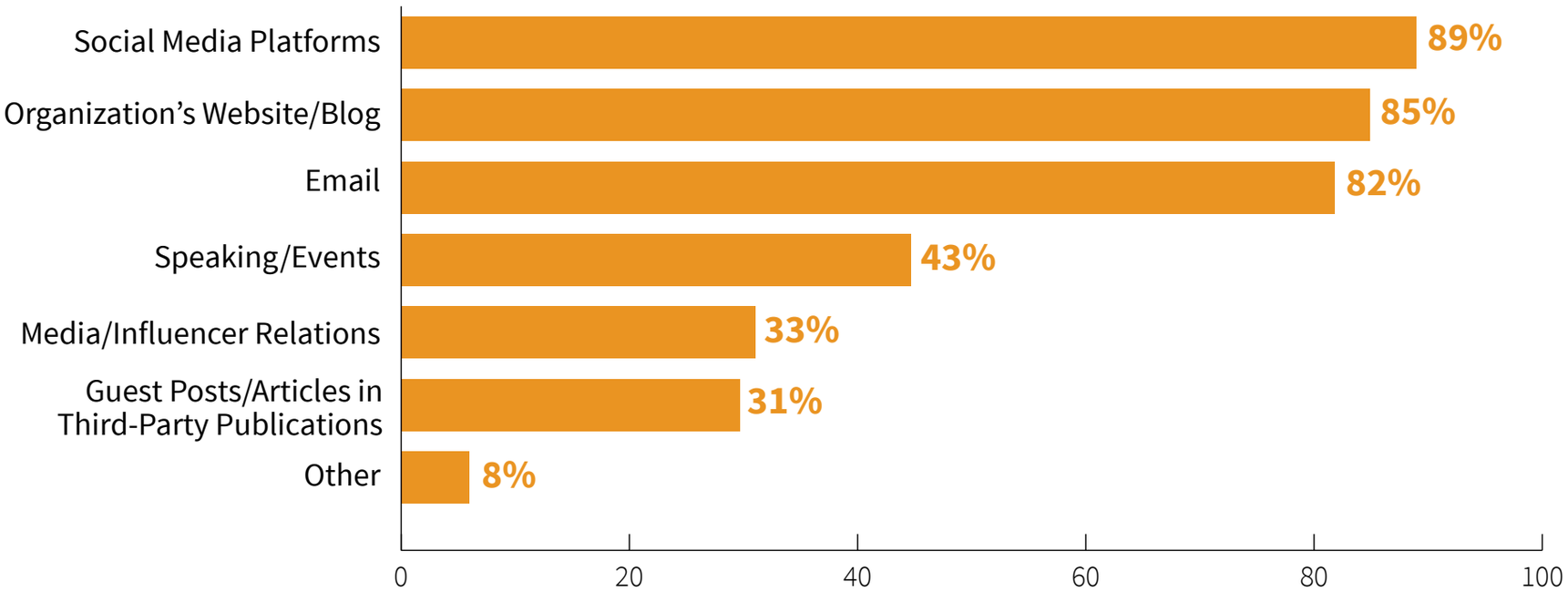
The top 3 organic (nonpaid) content distribution channels manufacturing marketers use are social media platforms (89%), their organization's website/blog (85%), and email (82%).

Organic Content Distribution Channels Manufacturing Marketers Used in Last 12 Months



Base: Manufacturing content marketers. Aided list; multiple responses permitted.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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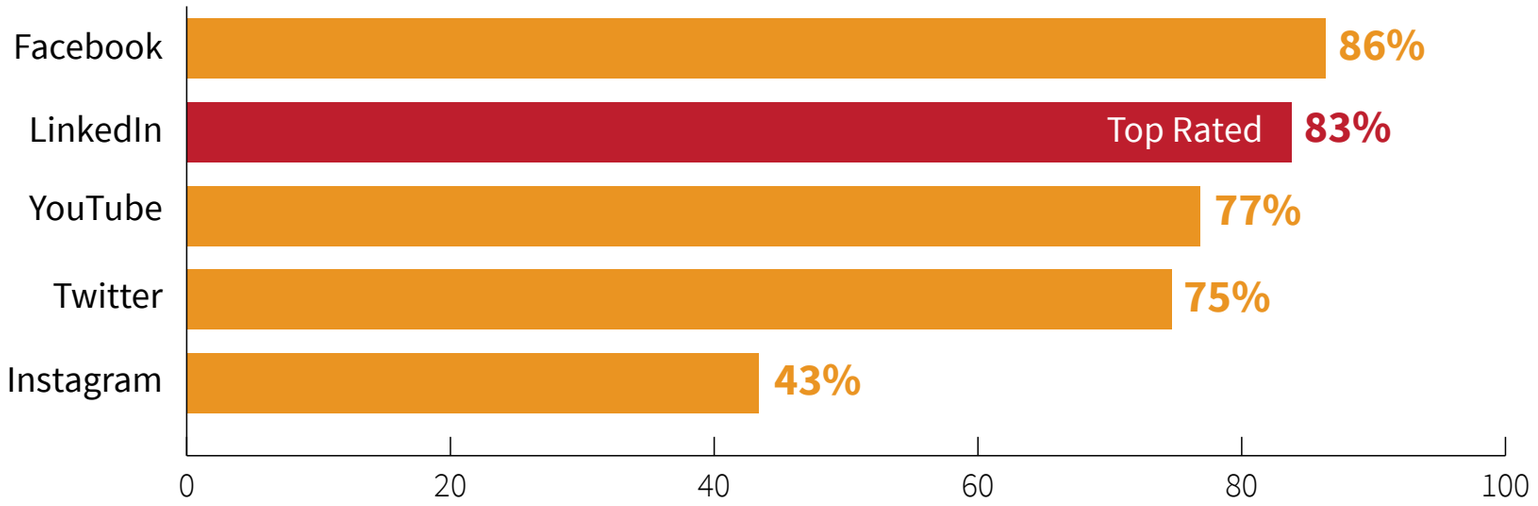
75% or more of manufacturing marketers use organic (nonpaid) Facebook, LinkedIn, YouTube, and Twitter for content marketing purposes.

Of the organic platforms they use, respondents say LinkedIn generates the best overall content marketing results.

Organic Social Media Platforms Manufacturing Content Marketers Used in Last 12 Months



Base: Manufacturing content marketers whose organization used organic social media platforms to distribute content in the last 12 months. Aided list; multiple responses permitted

Other organic social media platforms used in last 12 months: Pinterest (20%); Reddit (3%); Quora (3%); Medium (2%); Snapchat (0%); and Other (3%).

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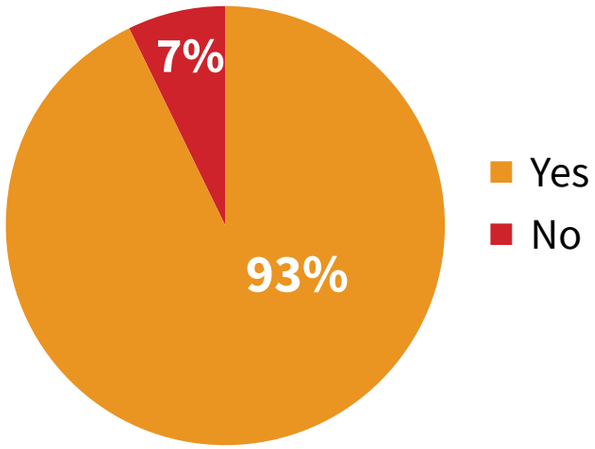
Most manufacturing marketers (93%) use paid distribution channels for content marketing purposes; of that group, 66% use paid social media/promoted posts.

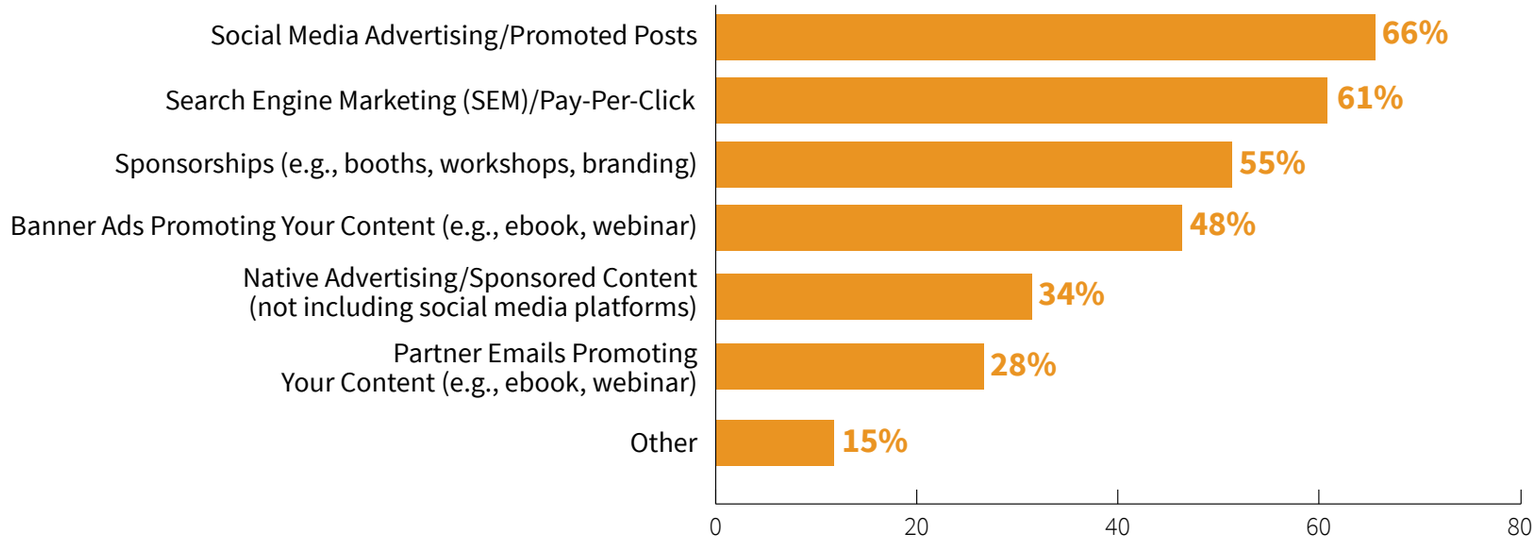
Has Your Manufacturing Organization Used Any Paid Content Distribution Channels in the Last 12 Months?



Base: Manufacturing content marketers.

2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Paid Content Distribution Channels Manufacturing Marketers Used in Last 12 Months



Base: Manufacturing content marketers whose organization used at least one paid distribution channel in the last 12 months. Aided list; multiple responses permitted.

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METRICS & GOALS

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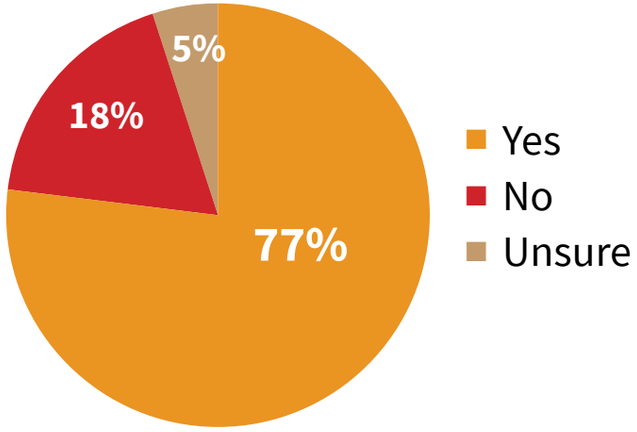
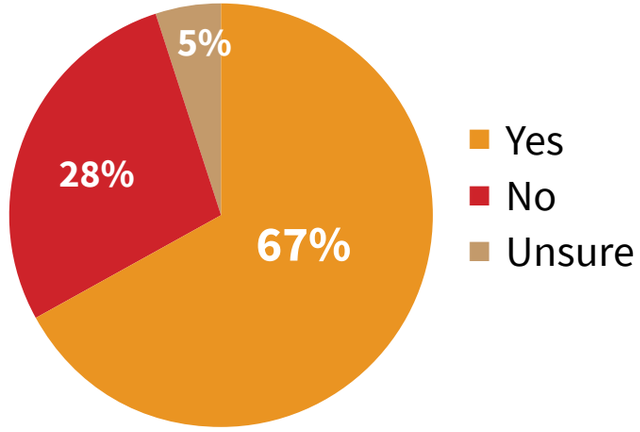
More than three-fourths (77%) of manufacturing marketers use metrics to measure content performance; of these, 67% have established KPIs and 46% measure content marketing ROI.

Does Your Manufacturing Organization Use Metrics to Measure Content Performance?



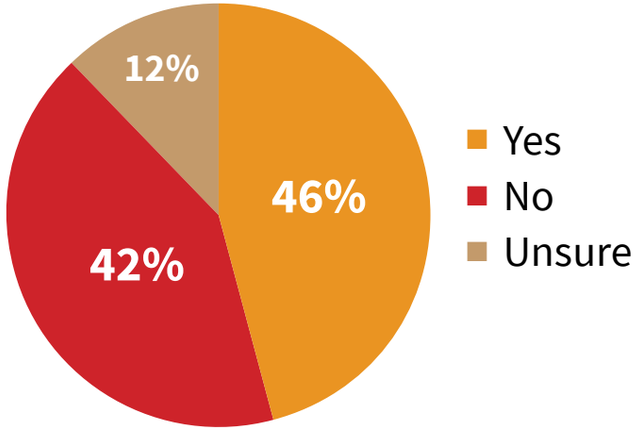
Base: Manufacturing content marketers.

Did Your Manufacturing Organization Establish KPIs to Measure Content Marketing Initiatives in the Last 12 Months?



Base: Manufacturing content marketers whose organization uses metrics to measure content performance.

Does Your Manufacturing Organization Measure Content Marketing ROI?



Base: Manufacturing content marketers whose organization uses metrics to measure content performance.

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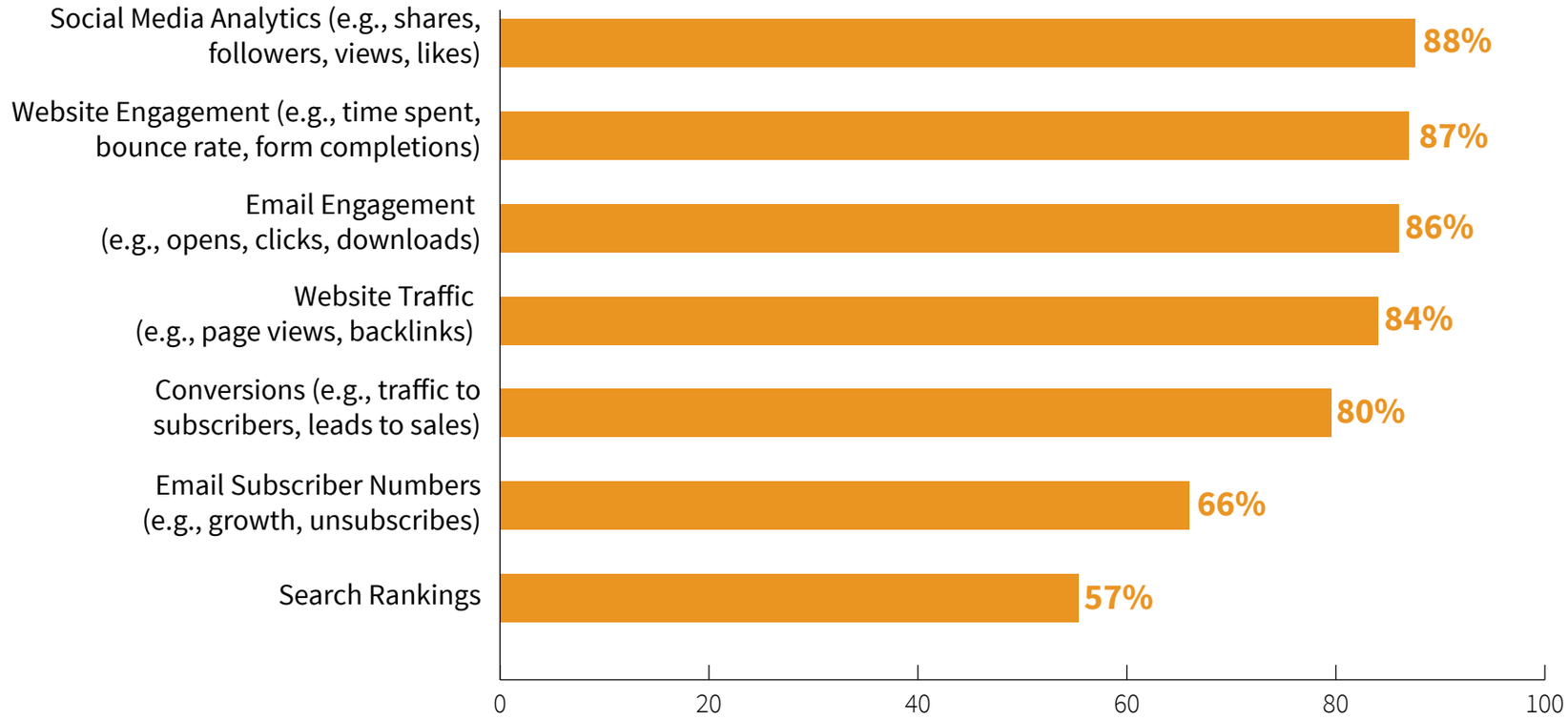
The top 5 metrics manufacturing marketers track to measure content performance are social media analytics (88%), website engagement (87%), email engagement (86%), website traffic (84%), and conversions (80%).

Metrics Manufacturing Marketers Tracked to Measure Content Performance in Last 12 Months (Top 7)



Base: Manufacturing content marketers whose organization uses metrics to measure content performance. Aided list; multiple responses permitted.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Other metrics tracked in last 12 months: Mobile Analytics (e.g., traffic, time spent, conversions) (41%); Cost of a Lead, Subscribers, and/or Customer/ Customer Acquisition Cost (CAC) (37%); Marketing Qualified Lead Metrics (e.g., MQLs, SQLs) (35%); PR Mentions/Media Coverage (31%); Sales Effectiveness (e.g., sales cycle time, sales team performance) (14%); Customer Satisfaction Metrics (13%); Customer Retention Rates (12%); Lifetime Customer Value (6%); and Other (1%).

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85% of manufacturing marketers have used content marketing successfully in the last 12 months to create brand awareness.

Goals Manufacturing Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months

	2020	As Reported One Year Ago*
Create brand awareness	85%	79%
Educate audience(s)	76%	69%
Build credibility/trust	66%	60%
Generate demand/leads	63%	66%
Support the launch of a new product	63%	55%
Build loyalty with existing clients/customers	51%	55%
Generate sales/revenue	48%	40%
Nurture subscribers/audiences/leads	48%	47%
Drive attendance to one or more in-person events	44%	44%
Build a subscribed audience	32%	29%
None of the above	2%	4%

**See 2019 Manufacturing Content Marketing: Benchmarks, Budgets, and Trends*

Base: Manufacturing content marketers. Aided list; multiple responses permitted.
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BUDGETS & SPENDING

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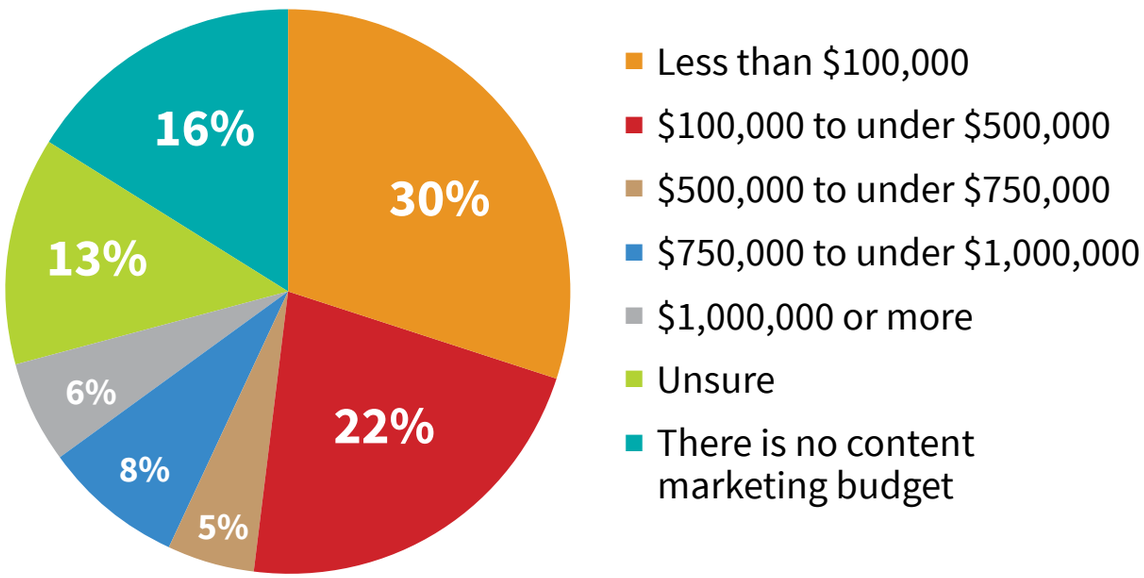
41% of manufacturing marketers reported a 2019 annual content marketing budget of $100,000 or more. Another 30% reported it was less than $100,000. The average annual budget reported was $285,000.

2019 Annual Budget for Manufacturing Content Marketing (Average) (All Respondents)



Note: Marketers who reported their organization has no content marketing budget were not asked to specify if the expenditures come from a general marketing or other fund. The survey did not specify whether to include content marketing salaries, nor did it ask respondents to break out areas of content marketing spend.

Base: Manufacturing content marketers; aided list.
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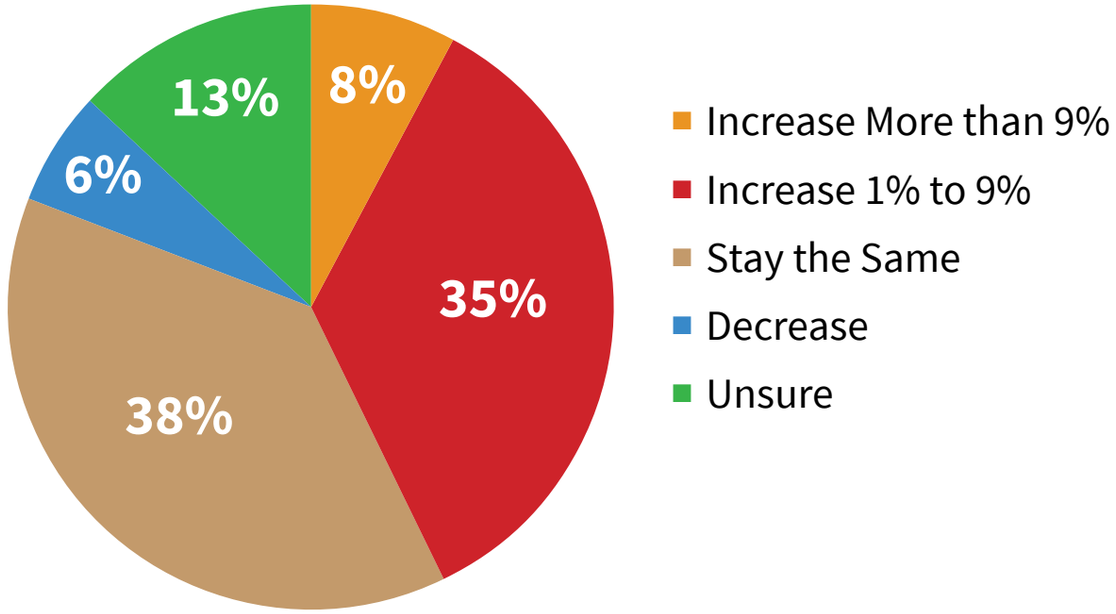
43% of manufacturing marketers expect their 2020 content marketing budget to be higher than it was in 2019.

Manufacturing Marketers' Expected Change in 2020 Content Marketing Budget Compared With 2019



Base: Manufacturing content marketers who reported having an annual budget for content marketing in 2019.
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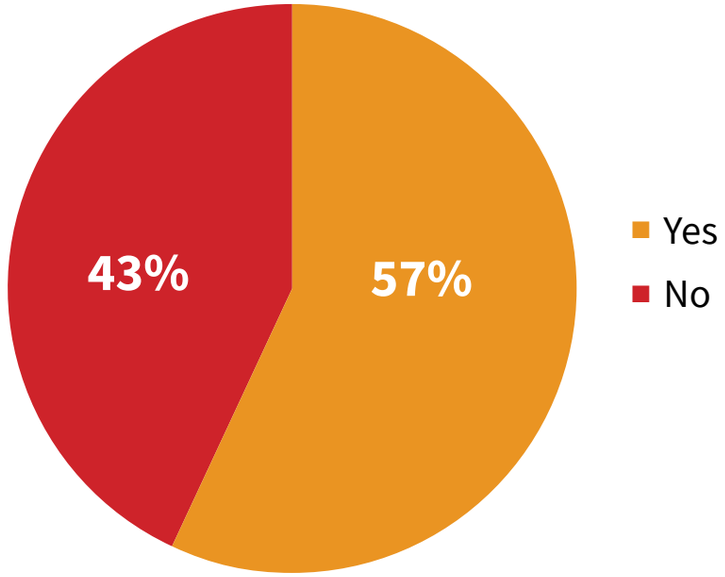
57% of manufacturing marketers use traditional paid advertising (TV, radio, print/digital ads, billboards, etc.) in addition to content marketing.

Of those who use paid advertising, about 40% said their organization shifted paid advertising budget dollars to content marketing in the last 12 months.

Does Your Manufacturing Organization Use Traditional Paid Advertising in Addition to Content Marketing? (All Respondents)



Base: Manufacturing content marketers.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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CONTENT MARKETING PRIORITIES & UNIQUE CHALLENGES

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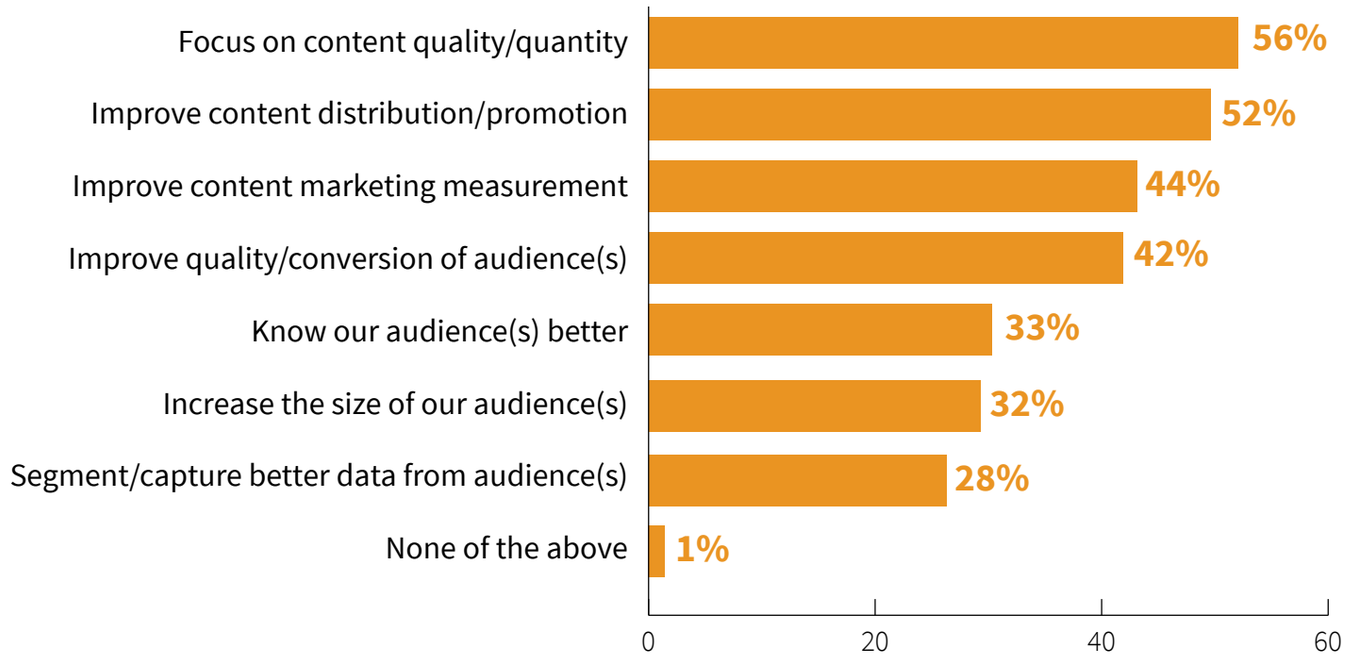
More than half of manufacturing marketers anticipate a focus on content quality/quantity and content distribution/promotion in 2020.

Top 3 Content Marketing Activities Manufacturing Marketers Think Their Organization Might Prioritize in 2020



Note: The question asked, "Select the top three of the following content marketing-related areas you think your organization might prioritize in 2020." The survey did not ask respondents to rate their organization's current success with any of the activities shown on the aided list. Therefore, use caution if making assumptions about current challenges organizations may be facing in any of the areas listed.

Base: Manufacturing content marketers. Aided list; a maximum of three responses permitted.
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Manufacturing marketers cite their top unique challenges as overcoming the traditional marketing and sales mindset (55%) and creating content that appeals to multi-level roles within their target audiences (53%). Far fewer feel challenged with communicating complex content than last year (36% vs. 60%).

Unique Challenges Manufacturing Content Marketers Face

	2020	As Reported One Year Ago*
Overcoming traditional marketing and sales mindset	55%	50%
Creating content that appeals to multi-level roles within the target audience(s)	53%	68%
Differentiating products/services from the competition	48%	–
Accommodating for a long decision-making process	41%	48%
Accessing subject matter experts in order to create specialized content	40%	50%
Extensively educating the target audience(s)	38%	37%
Communicating complex content	36%	60%
Difficulty in reaching target audience(s)	36%	43%
Making it through multiple levels of purchasing decision-makers	32%	41%

**See 2019 Manufacturing Content Marketing: Benchmarks, Budgets, and Trends*

Base: Manufacturing content marketers. Aided list; multiple responses permitted.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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METHODOLOGY

Manufacturing Content Marketing 2020: Benchmarks, Budgets, and Trends was produced by **Content Marketing Institute (CMI)** and sponsored by **IEEE GlobalSpec**.

The CMI/MarketingProfs 10th annual content marketing survey, from which the results of this report were generated, was emailed to a sample of marketers using lists from Content Marketing Institute and MarketingProfs. Online survey hosting, data collection, and tabulation was provided by Readex Research.

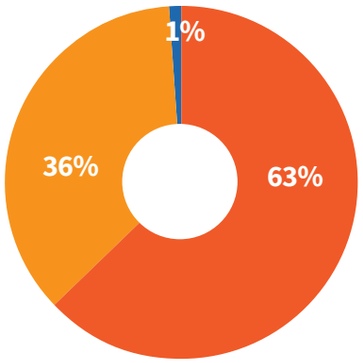
A total of 1,798 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—replied to the survey during June/July 2019. This report presents the findings from the 108 respondents who indicated:

- Their organization is a for-profit manufacturing company
- Their organization has used content marketing for at least one year
- They are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports.

The majority of respondents were B2B manufacturers based in North America.

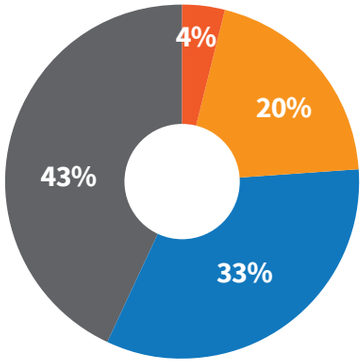
Find our archive of past reports at contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B and B2C reports.

Organization's Primary Manufacturing Category



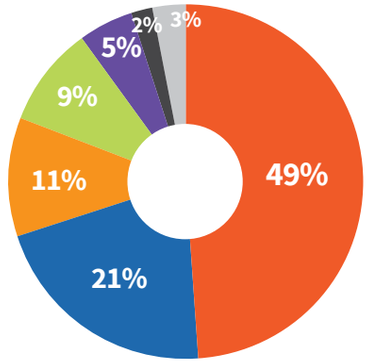
- **Capital Items**—Long-lasting goods acquired and owned by an organization (e.g., machinery, lab equipment, vehicles)
- **Non-Capital Items**—Goods consumed in the normal course of business (e.g., office supplies, repairs, equipment leases)
- **Professional Services**—Provide services to manufacturers (e.g., legal, accounting, consulting)

Size of Manufacturing Company (by Employees)



- Micro (Fewer than 10 Employees)
- Small (10-99 Employees)
- Medium (100-999 Employees)
- Large (1,000+ Employees)

Manufacturing Content Marketing Job Title/Function



- Marketing Management
- Content Creation/Management
- Advertising/PR/Comm Management
- Marketing Operations
- Corporate/Executive Management
- Technology/IT/Website/User Experience
- Other

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Thanks to all the survey participants who made this research possible and to everyone who helps disseminate these findings throughout the content marketing industry.

About Content Marketing Institute

Content Marketing Institute (CMI) is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's Content Marketing World event, the largest content marketing-focused event, is held every fall in Cleveland, Ohio, and ContentTECH Summit event is held every spring in San Diego, California. CMI publishes Chief Content Officer for executives and provides strategic consulting and content marketing research for some of the best-known brands in the world. Content Marketing Institute is organized by Informa Tech. To learn more: ContentMarketingInstitute.com.

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